

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 8, 1987

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	35.7	31,200
2	FAMILY TIES	35.4	30,940
3	CHEERS	28.8	25,170
4	MURDER, SHE WROTE	27.8	24,300
5	I'LL TAKE MANHATTAN, PT.1(S)	26.4	23,070
6	NIGHT COURT#	25.9	22,640
7	60 MINUTES	24.9	21,760
8	GOLDEN GIRLS	24.8	21,680
9	GROWING PAINS	23.0	20,100
10	WHO'S THE BOSS?	22.7	19,840
11	I'LL TAKE MANHATTAN, PT.4(S)	22.5	19,670
12	NBC MONDAY NIGHT MOVIES	22.0	19,230
13	I'LL TAKE MANHATTAN, PT.3(S)	21.4	18,700
14	I'LL TAKE MANHATTAN, PT.2(S)	21.3	18,620
15	MATLOCK	21.2	18,530
16	MAGNUM, P.I.#	20.6	18,000
17	MOVIE OF THE WEEK-TUE(S)	20.2	17,650
18	NBC SUNDAY NIGHT MOVIE	20.0	17,480
19	DALLAS#	19.6	17,130
20	MOONLIGHTING	19.5	17,040

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	27.6	62,600
2	FAMILY TIES	26.4	60,020
3	CHEERS	19.6	44,410
4	MURDER, SHE WROTE	18.0	40,930
5	GROWING PAINS	17.4	39,620
6	NIGHT COURT#	16.7	37,970
7	GOLDEN GIRLS	16.3	37,020
8	WHO'S THE BOSS?	16.1	36,450
9	60 MINUTES	15.9	36,000
10	SPECIAL MOVIE PRSNT.-FRI(S)	15.6	35,330
11	I'LL TAKE MANHATTAN, PT.1(S)	15.3	34,790
12	NBC MONDAY NIGHT MOVIES	15.3	34,640
13	HEAD OF THE CLASS#	15.1	34,180
14	NEWHART#	14.3	32,400
15	ALF#	14.0	31,750
16	NBC SUNDAY NIGHT MOVIE	13.8	31,330
17	MY SISTER SAM	13.3	30,090

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	29.7	27,020
2	FAMILY TIES	29.6	26,890
3	I'LL TAKE MANHATTAN, PT.1(S)	24.0	21,830
4	MURDER, SHE WROTE	24.0	21,800
5	CHEERS	23.0	20,850
6	I'LL TAKE MANHATTAN, PT.4(S)	21.8	19,760
7	GOLDEN GIRLS	20.9	18,970
8	NIGHT COURT#	20.5	18,610
9	I'LL TAKE MANHATTAN, PT.2(S)	20.2	18,310
10	60 MINUTES	20.0	18,190
11	I'LL TAKE MANHATTAN, PT.3(S)	19.7	17,980
12	GROWING PAINS	19.0	17,260
13	WHO'S THE BOSS?	17.7	16,050
14	MOVIE OF THE WEEK-TUE(S)	17.3	15,750
15	DALLAS#	17.2	15,640
16	NBC MONDAY NIGHT MOVIES	17.1	15,520
17	MATLOCK	17.0	15,430
18	KNOTS LANDING#	16.9	15,390
19	NEWHART#	16.8	15,230
20	MY SISTER SAM	16.7	15,210

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	22.4	18,330
2	FAMILY TIES	21.7	17,820
3	60 MINUTES	19.3	15,800
4	MURDER, SHE WROTE	18.5	15,190
5	CHEERS	18.3	14,990
6	NBC SUNDAY NIGHT MOVIE	15.8	12,960
7	NIGHT COURT#	15.8	12,960
8	MAGNUM, P.I.#	14.2	11,680
9	NBC MONDAY NIGHT MOVIES	13.8	11,340
10	EQUALIZER#	13.8	11,330
11	GOLDEN GIRLS	13.4	10,950
12	NEWHART#	13.1	10,780
13	MIAMI VICE	12.8	10,530
14	I'LL TAKE MANHATTAN, PT.1(S)	12.8	10,480
15	ALF#	12.4	10,130
16	MATLOCK	12.1	9,930

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(I)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 8, 1987

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	31.6	18,140
2	BILL COSBY SHOW	29.9	17,150
3	CHEERS	24.9	14,310
4	GROWING PAINS	22.3	12,770
5	NIGHT COURT#	21.8	12,490
6	I'LL TAKE MANHATTAN, PT.1(S)	21.3	12,230
7	MOONLIGHTING	20.3	11,660
8	WHO'S THE BOSS?	19.4	11,150
9	I'LL TAKE MANHATTAN, PT.4(S)	19.1	10,960
10	NEWHART#	17.5	10,060
11	HEAD OF THE CLASS#	17.3	9,940
12	GRAMMY AWARDS(S)	17.3	9,910
13	KNOTS LANDING#	17.1	9,810
14	I'LL TAKE MANHATTAN, PT.2(S)	17.0	9,730
15	MURDER, SHE WROTE	16.5	9,460
16	MY SISTER SAM	16.4	9,420
17	NBC MONDAY NIGHT MOVIES	16.1	9,240
18	I'LL TAKE MANHATTAN, PT.3(S)	15.9	9,150
19	L.A. LAW	15.8	9,070
20	KATE & ALLIE	15.4	8,810

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE	38.2	10,660
2	60 MINUTES	33.1	9,240
3	GOLDEN GIRLS	31.1	8,680
4	BOB HOPE'S TAHITI(S)	29.8	8,320
5	BILL COSBY SHOW	29.7	8,270
6	I'LL TAKE MANHATTAN, PT.1(S)	29.6	8,250
7	MATLOCK	28.8	8,030
8	I'LL TAKE MANHATTAN, PT.4(S)	28.2	7,870
9	MOVIE OF THE WEEK-TUE(S)	28.0	7,810
10	I'LL TAKE MANHATTAN, PT.3(S)	26.8	7,480
11	FAMILY TIES	25.9	7,220
12	I'LL TAKE MANHATTAN, PT.2(S)	25.7	7,180
13	REAGAN POWER ANALYSIS(S)	25.5	7,100
14	DALLAS#	24.1	6,710
15	227	23.8	6,650
16	CBS SUNDAY MOVIE#	23.6	6,570
17	AMEN	23.4	6,530
18	HIGHWAY TO HEAVEN	22.9	6,400
19	FALCON CREST	20.9	5,840
20	BARBARA WALTERS SPECIAL(S)	20.4	5,700
21	FACTS OF LIFE	19.9	5,550
22	MAGNUM, P.I.#	19.7	5,490
23	20/20	19.1	5,340

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	22.8	12,700
2	BILL COSBY SHOW	22.0	12,270
3	CHEERS	19.5	10,860
4	NIGHT COURT#	17.0	9,490
5	NBC SUNDAY NIGHT MOVIE	15.1	8,420
6	NEWHART#	14.7	8,200
7	60 MINUTES	14.2	7,910
8	GROWING PAINS	13.7	7,650
9	MURDER, SHE WROTE	13.6	7,600
10	ALF#	13.3	7,420
11	NBC MONDAY NIGHT MOVIES	13.2	7,360
12	HEAD OF THE CLASS#	13.1	7,320
13	EQUALIZER#	12.4	6,910
14	MIAMI VICE	12.3	6,840
15	EASY STREET#	12.2	6,790

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	31.5	6,620
2	MURDER, SHE WROTE	30.0	6,290
3	BOB HOPE'S TAHITI(S)	24.9	5,230
4	MATLOCK	24.4	5,120
5	BILL COSBY SHOW	23.5	4,940
6	GOLDEN GIRLS	22.5	4,730
7	FAMILY TIES	20.3	4,260
8	I'LL TAKE MANHATTAN, PT.1(S)	20.2	4,240
9	MOVIE OF THE WEEK-TUE(S)	20.0	4,210
10	HUNTER SPECIAL(S)	19.0	3,980
11	DALLAS#	18.9	3,960
12	REAGAN POWER ANALYSIS(S)	18.7	3,920
13	MAGNUM, P.I.#	18.0	3,780
14	CBS SUNDAY MOVIE#	17.7	3,720
15	AMEN	17.2	3,620
16	HIGHWAY TO HEAVEN	16.9	3,540
17	CHEERS	16.4	3,440
18	I'LL TAKE MANHATTAN, PT.3(S)	16.0	3,350
19	I'LL TAKE MANHATTAN, PT.4(S)	15.9	3,340
20	HUNTER	15.8	3,320
21	NBC NIGHTLY NEWS	15.6	3,280
22	NBC MONDAY NIGHT MOVIES	15.6	3,270

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	MEN			25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			

10.00 - 10.30				A 9.1 16 795				2252 532 247^				601 259^ 399 410 284^155^				754 301^ 592 561 395 119^				197^ 86^ 700 407						
10.30 - 11.00				A 8.9 16 778				2139 527 225^				590 244^ 370 404 284^158^				676 237^ 524 513 372 114^				228^112^ 645 410						
ABC NEWSBRIEF--MON				20	186	183	A 11.2 16 979	1456	717	261	808	160	386	418	445	360	573	174	308	337	270	214	22^	11^	53^	36^
1 MON. 9.42P				2	ABC	N	92 90	B 11.9 18 1040	1694	686	307	771	244	456	447	371 265	646	202	395	398	330	207	137	65	140	94
2 MON. 9.53P				2																						
ABC NEWSBRIEF--TUE				20	182	180	A 11.6 17 1014	1750	727	412	861	427	650	542	349	168	565	326	422	303	187	96^	212	98^	112^	84^
1 TUE. 9.58P				1	ABC	N	90 90	B 15.2 23 1328	1752	770	382	855	372	613	548	388 193	588	271	431	385	246	121	176	88	133	89
2 TUE. 9.58P				1																						
ABC NEWSBRIEF--WED				20	181	178	A 13.4 20 1171	1656	769	274	864	270	488	455	419	318	480	184	308	286	197	154	180	77^	132	86^
1 WED. 9.58P				1	ABC	N	90 90	B 13.3 21 1162	1594	818	366	909	320	536	514	404 306	483	169	285	276	215	166	99	53	103	70
2 WED. 8.58P				1																						
ABC NEWSBRIEF--THU				19	174	180	A 10.5 16 918	1596	779	299	929	233	406	420	401	447	449	121^	203	233	195	216	171	61^	47^	30^
1 THU. 9.58P				1	ABC	N	89 89	B 10.0 15 874	1609	777	327	911	276	457	439	402 373	513	169	272	265	224	193	111	50	74	48
2 THU. 9.58P				1																						
ABC NEWSBRIEF--FRI				19	172	157	A 8.9 15 778	1627	758	340	833	187	441	481	488	311	534	166^	319	309	256	173^	119^	59^	141^	123^
1 FRI. 10.05P				1	ABC	N	89 83	B 7.8 13 682	1831	701	359	786	242	461	459	415 259	579	198	379	367	280	170	192	103	274	206
2 FRI. 9.57P				2																						
ABC NEWSBRIEF--WED SPECIAL(S)				193			A 10.7 17 935	1310	744	315	810	286^	458	449	363 273^	404	157^	221^229^	131^145^			70^	46^	26^	26^	
2 WED. 10.28P				1	ABC	N																				
ABC NEWSBRIEF--SAT.				20	183	179	A 7.8 13 682	2161	636	233	698	238	478	441	370	209	782	318	540	507	372	201^	251	67^	430	293
1 SAT. 8.58P				1	ABC	N	91 88	B 8.1 14 708	1895	680	287	779	290	480	428	351 250	619	233	396	376	292	187	158	76	339	257
2 SAT. 8.58P				1																						
ABC NEWSBRIEF--SUN.				19	190	182	A 9.5 14 830	1575	542	265	630	271	420	384	255	194	755	289	539	506	365	170^	71^	15^	119^	69^
1 SUN. 10.01P				1	ABC	N	93 90	B 14.0 21 1224	1768	684	320	778	281	499	486	382 221	711	274	502	475	338	165	133	57	146	106
2 SUN. 9.59P				1																						
ABC SPORTS UPDATE--SAT				19	188	177	A 8.4 14 734	1884	612	292	684	213	439	431	352	210	648	179^	420	420	362	190^	185^	63^	367	233
CONT'D																										







## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																							
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11																						
EVENING CONT'D																																																	
DYNASTY												18	211	209	A 15.3	23	1337	1616	830	320	952	313	557	509	430	317	446	181	264	250	162	152	147	101	71	51													
1 WED.												9.00P	60	ABC	GD	99	99	B 17.3	26	1512	1591	844	367	951	338	572	529	414	313	439	166	274	253	191	140	104	55	97	65										
2 WED.												9.30P	60																																				
												9.00 - 9.30																																					
												9.30 - 10.00																																					
												10.00 - 10.30																																					
EASY STREET												6	202		A 14.2	20	1241	2165	752	372	853	312	544	498	401	245	773	312	548	480	385	158	221	143	318	246													
1 SUN.												8.00P	30	NBC	CS	99		B 13.3	19	1162	2190	795	360	900	357	598	525	392	241	681	306	504	403	305	136	257	145	352	243										
EQUALIZER												17	208		A 18.5	30	1617	1602	592	248	703	179	362	358	392	277	700	234	428	400	357	199	105	49	94	46													
1 WED.												10.00P	60	CBS	PD	99		B 15.8	27	1381	1557	651	248	734	193	388	394	379	282	658	198	405	374	346	217	99	50	66	40										
												10.00 - 10.30																																					
												10.30 - 11.00																																					
FACTS OF LIFE												18	200	193	A 17.1	30	1495	1700	726	293	823	216	378	409	352	371	379	119	187	192	161	158	184	121	314	222													
SAT.												8.00P	30	NBC	CS	98	96	B 16.7	29	1460	1866	775	342	910	291	483	435	364	371	476	164	268	243	200	181	173	111	307	216										
FALCON CREST												19	203	205	A 17.3	30	1512	1598	785	298	886	210	454	441	436	387	452	142	245	247	194	183	102	56	158	81													
FRI.												10.00P	60	CBS	GD	99	99	B 17.5	30	1530	1522	838	311	933	236	447	427	414	431	447	126	218	220	190	198	63	34	79	57										
												10.00 - 10.30																																					
												10.30 - 11.00																																					
FAMILY TIES												19	212	207	A 35.4	51	3094	1940	756	380	869	355	586	521	386	233	576	244	409	353	251	138	216	109	279	201													
THU.																						8.30P	30	NBC	CS	99	99	B 34.1	50	2980	2022	806	381	918	376	618	542	396	243	586	259	422	370	252	131	203	112	315	210
GIMME A BREAK												16	198		A 13.9	20	1215	1707	622	339	710	256	418	335	295	268	593	190	413	407	314	135	195	134	209	92													
1 WED.												9.00P	30	NBC	CS	99		B 14.6	22	1276	1725	716	320	829	279	474	424	369	300	473	171	312	276	224	136	196	106	227	151										
GOLDEN GIRLS												19	206	200	A 24.8	41	2168	1708	775	285	874	206	403	419	390	399	506	132	256	256	239	219	153	81	175	117													
SAT.												9.00P	30	NBC	CS	99	96	B 25.0	41	2185	1795	816	316	923	255	467	441	395	397	515	149	271	261	230	213	133	81	224	161										
GRAMMY AWARDS(S)												207			A 18.3	27	1599	1746	720	372	857	347	620	543	407	202	536	236	372	315	220	139	196	128	157	123													
1 TUE.												8.00P	204	CBS	AC	99		A 15.2	21	1328	1818	721	376	831	355	606	509	373	189	555	199	362	327	241	166	229	142	203	183										
												8.00 - 8.30																																					
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												11.00 - 11.30																																					
GROWING PAINS												17	212	212	A 23.0	33	2010	1971	749	378	859	392	635	542	355	191	493	239	381	307	203	89	251	111	368	262													
TUE.												8.30P	30	ABC	CS	99	99	B 22.8	33	1993	1985	759	382	856	393	618	534	358	187	540	250	405	356	234	99	252	139	337	228										
HARRY												1	199		A 15.7	23	1372	1607	719	319	740	310	467	426	324	223	505	212	365	310	214	121	178	78	184	109													
2 WED.												8.30P	30	ABC	CS	97		B 15.7	23	1372	1607	719	319	740	310	467	426	324	223	505	212	365	310	214	121	178	78	184	109										
HEAD OF THE CLASS												19	205		A 18.2	27	1591	2148	697	386	853	404	625	516	348	176	598	241	460	393	277	121	322	170	375	302													
1 WED.												8.30P	30	ABC	CS	99		B 17.1	26	1495	1924	742	335	821	350	575	510	358	192	557	253	420	362	242	112	243	118	303	219										
HIGHWAY TO HEAVEN												19	210	209	A 18.0	27	1573	1687	733	262	830	206	379	363	345	407	514	123	248	267	261	224	129	75	214	141													
WED.												8.00P	60	NBC	GD	99	99	B 18.0	28	1573	1688	753	305	864	211	395	388	383	410	527	130	274	277	275	214	127	68	170	111										
												8.00 - 8.30																																					
												8.30 - 9.00																																					







## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0.000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11							
EVENING CONT'D																																		
MOONLIGHTING-CONT'D																																		
TUE. 9.00P 60 ABC PD 99 99														B 22.6 33 1975	1805	785	403	891	406	662	585	390	180	575	279	446	399	244	95	191	102	148	102	
9.00 - 9.30														A 19.9 28 1739	1731	749	373	864	400	677	580	367	158	485	270	365	294	166	82	222	108	160	131	
9.30 - 10.00														A 19.1 27 1669	1725	746	404	878	432	689	578	355	160	500	286	383	297	171	79	211	88	136	105	
MOVIE OF THE WEEK-TUE(S)														A 20.2 31 1765	1527	792	225	892	188	391	386	426	442	519	110	255	269	275	238	54	28	62	27	
1 TUE. 9.00P 137 NBC FF 99																																		
9.00 - 9.30														A 19.4 27 1696	1556	800	205	889	182	377	354	420	455	509	117	265	260	265	219	54	19	104	48	
9.30 - 10.00														A 19.6 28 1713	1527	780	213	869	165	373	364	425	439	509	104	258	264	267	231	75	26	74	27	
10.00 - 10.30														A 21.1 32 1844	1514	790	247	908	206	419	420	431	428	504	100	244	265	275	236	39	25	63	24	
10.30 - 11.00														A 21.5 35 1879	1518	781	248	902	198	403	402	423	440	530	123	252	272	272	250	47	35	39	25	
11.00 - 11.30														A 19.2 35 1678	1502	821	192	885	182	367	374	428	452	555	106	257	280	304	265	50	35	12	17	
MURDER, SHE WROTE														A 27.8 40 2430	1684	829	346	896	173	389	408	440	438	625	185	313	326	295	260	73	48	90	58	
SUN. 8.00P 60 CBS SM 99 99														B 25.8 37 2255	1639	807	308	886	172	383	405	431	431	595	131	279	295	308	267	70	37	88	57	
8.00 - 8.30														A 27.0 40 2360	1643	817	340	883	166	378	395	429	437	624	184	307	325	292	263	56	38	80	50	
8.30 - 9.00														A 28.8 41 2517	1709	836	350	904	180	397	417	446	436	621	187	315	328	294	253	84	55	100	66	
MY SISTER SAM														A 19.2 28 1678	1793	835	314	906	336	561	520	399	278	507	233	353	281	210	129	147	106	233	154	
MON. 8.30P 30 CBS CS 99 99														B 18.4 27 1608	1682	791	339	876	296	496	476	383	309	454	161	278	265	207	144	132	83	220	144	
NBC MONDAY NIGHT MOVIES														A 22.0 33 1923	1801	722	318	807	277	481	450	366	274	591	207	384	352	283	171	193	105	210	163	
1 MON. 9.00P 120 NBC FF 99 99														B 19.0 29 1661	1675	769	339	866	296	524	482	402	280	543	186	333	310	261	171	148	81	118	90	
2 MON. 8.30P 150																																		
8.30 - 9.00														A 17.7 25 1547	2190	599	295	648	278	444	409	298	160	629	257	467	410	304	127	342	165	571	413	
9.00 - 9.30														A 21.7 31 1897	1832	720	318	819	282	469	423	346	299	566	164	342	334	288	185	206	114	241	183	
9.30 - 10.00														A 22.7 33 1984	1805	743	319	833	294	500	457	366	283	579	193	363	341	283	177	184	102	209	166	
10.00 - 10.30														A 23.3 35 2036	1702	738	322	819	267	480	467	385	284	582	211	385	351	277	160	167	94	134	107	
10.30 - 11.00														A 22.6 36 1975	1712	734	320	818	263	484	467	389	281	611	234	404	351	278	173	162	90	121	99	
NBC NIGHTLY NEWS-SAT.														A 9.4 19 822	1467	588	198	671	72	163	214	276	426	672	170	327	258	258	326	28	17	96	22	
SAT. 6.30P 30 NBC N 91 90														B 9.9 19 865	1469	645	190	708	94	210	253	299	424	642	141	289	285	280	319	39	6	80	45	
NBC NIGHTLY NEWS-SUN														A 7.2 14 629	1361	591	173	628	86	171	184	266	408	656	153	294	284	270	331	27	17	50	42	
1 SUN. 6.38P 22 NBC N 70 86														B 7.6 13 664	1498	700	228	751	138	279	310	333	409	607	126	285	294	281	288	63	27	77	52	
2 SUN. 6.30P 30																																		
NBC NIGHTLY NEWS														A 12.3 22 1075	1454	662	225	756	182	288	284	288	410	593	97	244	251	288	305	46	18	59	26	
M-F 6.30P 30 NBC N 99 98														B 12.3 22 1075	1475	674	204	737	147	265	291	319	401	627	127	266	271	288	317	45	23	66	41	
NBC SUNDAY NIGHT MOVIE														A 20.0 30 1748	1792	670	320	758	202	446	482	448	219	742	276	482	488	377	186	165	85	127	109	
SUN. 9.00P 120 NBC FF 99 99														B 18.7 29 1634	1755	758	333	860	303	535	493	411	264	616	218	409	393	315	165	155	78	124	91	
9.00 - 9.30														A 19.3 28 1687	1842	669	329	761	212	452	490	437	212	724	265	479	486	372	179	183	94	174	152	
9.30 - 10.00														A 20.0 30 1748	1812	661	321	754	198	433	477	447	217	721	256	462	473	375	188	185	98	152	128	
10.00 - 10.30														A 20.7 32 1809	1792	682	327	767	204	455	489	455	223	754	290	493	498	376	186	162	78	109	93	
10.30 - 11.00														A 20.0 32 1748	1723	666	306	750	191	445	474	452	226	763	290	488	493	382	194	136	71	74	62	
NEIL DIAMOND..HELLO AGAIN(S)														A 9.5 16 830	1277	636	314	769	199	406	400	427	281	422	104	240	275	288	107	53	17	33	16	
1 THU. 10.00P 60 CBS PC 98																																		
10.00 - 10.30														A 8.8 14 769	1250	649	320	754	191	379	387	425	290	412	89	232	274	281	111	59	13	25	12	
10.30 - 11.00														A 10.3 18 900	1279	616	303	770	206	423	405	420	269	425	117	242	270	287	102	45	20	39	19	
NEWHART														A 19.3 28 1687	1921	797	316	902	361	595	546	422	224	640	296	486	363	265	154	193	120	186	124	
1 MON. 9.00P 30 CBS CS 99														B 19.9 29 1739	1686	788	350	873	300	509	487	384	300	542	206	363	337	251	154	115	63	156	99	

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	WOMEN 18-25			35-64	55+	TOTAL	18-34	MEN 18-25			35-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																																	
NEWSBREAK-M-F						104	158	161	A	13.0	20	1136	1598	776	342	907	312	491	457	382	344	473	150	262	254	218	184	89	48	129	84		
1	MTWTF	9.58P	1	CBS	N		73	74	B	12.2	19	1066	1597	780	306	875	254	449	428	395	369	519	149	278	268	252	209	93	45	110	76		
1	TUE.	10.07P	1																														
2	MON.	9.57P	1																														
2	TUE.	9.59P	2																														
2	WED.	10.26P	1																														
2	TH & F	9.58P	1																														
NEWSBREAK-SAT.						21	160	150	A	7.0	12	612	1507	801	357	862	190	386	449	438	360	519	140	265	185	249	254	47	LT	79	69		
1	SAT.	9.49P	2	CBS	N		76	74	B	8.6	15	752	1686	722	288	813	213	432	440	404	315	631	182	366	363	326	219	96	44	146	99		
2	SAT.	9.51P	1																														
NEWSBREAK-SUN.						21	167	166	A	15.6	24	1363	1499	818	319	925	255	471	448	419	394	476	137	224	233	226	216	36	30	62	35		
1	SUN.	10.01P	1	CBS	N		76	77	B	14.1	21	1232	1566	797	316	892	247	451	445	409	374	532	150	281	282	261	216	72	40	70	48		
2	SUN.	9.59P	1																														
NIGHT COURT						16		197	A	25.9	39	2264	1677	748	346	822	329	552	506	377	215	572	255	419	366	251	124	153	86	130	92		
2	THU.	9.30P	30	NBC	CS		98		B	25.3	38	2211	1763	759	364	845	333	570	522	390	215	634	278	472	421	295	132	152	85	132	95		
OHARA						7		187	A	10.9	19	953	1778	701	273	766	247	471	443	352	256	661	160	430	430	402	197	168	49	183	158		
2	SAT.	9.00P	60	ABC	OP		97		B	11.4	19	996	1914	674	324	758	249	476	448	386	234	722	253	483	452	366	193	157	60	277	222		
	9.00 - 9.30								A	10.3	17	900	1883	728	275	794	265	491	456	363	263	684	175	450	435	411	202	178	48	227	199		
	9.30 - 10.00								A	11.4	20	996	1685	682	274	744	231	451	432	343	252	646	145	413	426	398	196	156	48	139	121		
OUR HOUSE						18	204	200	A	12.7	20	1110	1856	768	341	835	178	426	445	421	342	588	128	353	354	327	206	179	129	254	185		
SUN.	7.00P	60	NBC	GD		99	98		B	13.3	20	1162	1971	798	344	899	276	522	477	406	322	605	203	390	347	297	180	182	111	285	189		
	7.00 - 7.30								A	11.7	19	1023	1825	775	336	840	175	400	424	413	365	593	117	347	350	330	217	175	130	217	166		
	7.30 - 8.00								A	13.7	21	1197	1868	760	344	827	179	446	462	426	319	582	136	356	360	323	194	177	124	282	201		
OUR WORLD						17	204	198	A	6.2	9	542	1583	612	249	738	209	323	325	305	361	696	215	358	427	374	247	21	10	128	61		
THU.	8.00P	60	ABC	DN		98	97		B	6.7	10	586	1567	629	252	720	191	329	373	352	305	618	193	357	378	324	201	103	48	126	79		
	8.00 - 8.30								A	6.3	9	551	1584	585	223	712	216	317	307	286	344	716	223	371	456	382	249	22	16	134	61		
	8.30 - 9.00								A	6.3	9	551	1517	611	266	733	194	314	326	308	364	649	197	328	384	352	235	20	LT	115	57		
OUTLAWS						7	199	188	A	10.3	18	900	1720	720	253	783	196	350	385	350	332	707	199	407	413	372	262	64	7	166	96		
SAT.	8.00P	60	CBS	A		96	95		B	12.8	21	1119	1767	737	300	812	202	395	426	397	338	724	192	420	419	396	258	76	23	155	95		
	8.00 - 8.30								A	10.1	18	883	1702	720	252	776	177	337	374	352	339	720	199	396	402	379	276	57	6	149	81		
	8.30 - 9.00								A	10.5	18	918	1724	711	254	781	212	354	389	343	326	689	198	417	422	362	246	73	9	181	110		
PERFECT STRANGERS						19	208	206	A	17.1	26	1495	1935	708	344	811	362	565	490	342	197	567	246	422	368	238	129	240	130	317	224		
WED.	8.00P	30	ABC	CS		99	98		B	16.2	25	1416	1965	747	316	833	353	579	515	362	197	568	255	426	376	250	114	221	113	343	233		
REAGAN POWER ANALYSIS(S)						208			A	17.2	25	1503	1572	874	267	909	217	397	364	354	472	542	136	256	255	235	261	65	30	56	50		
2	WED.	9.12P	18	CBS	N		99																										
ST. ELSEWHERE						19	207	207	A	12.9	21	1127	1547	746	271	840	329	546	510	361	254	577	187	376	393	325	145	67	16	63	43		
WED.	10.00P	60	NBC	GD		99	99		B	13.5	23	1180	1583	796	368	886	332	571	540	417	256	541	205	384	367	282	125	90	37	66	49		
	10.00 - 10.30								A	12.7	20	1110	1535	731	264	824	319	523	492	352	258	572	175	367	379	327	153	73	16	66	44		
	10.30 - 11.00								A	13.0	22	1136	1562	762	277	859	342	570	528	368	252	585	202	386	408	323	138	58	15	60	43		
SCARECROW & MRS. KING						17	200		A	13.4	22	1171	1467	707	270	789	185	362	355	340	386	480	144	225	213	208	236	40	24	158	73		
1	FRI.	8.00P	60	CBS	GD		98		B	14.7	24	1285	1661	804	335	895	213	420	422	407	412	528	139	275	281	268	213	66	37	172	104		
	8.00 - 8.30								A	13.1	21	1145	1480	724	276	805	173	365	355	358	403	494	147	228	210	207	248	36	23	145	65		
	8.30 - 9.00								A	13.7	22	1197	1447	688	264	771	193	356	351	324	372	463	139	219	211	206	227	44	25	169	82		
SIDEKICKS						14	199	191	A	10.0	17	874	1900	640	225	688	205	437	399	367	239	627	175	388	409	325	199	169	42	416	307		
SAT.	8.00P	30	ABC	OP		97	91		B	10.4	18	909	2087	664	280	745	255	462	427	346	240	683	242	455	420	332	188	182	69	477	346		

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES									

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1987 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	PROG	WK 1	WK 2	KEY	AVG. AUD %	AVG. SHARE %	AVG. AUD (0,000)	TOTAL PERSONS (2+)	LADY WORKING HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)		CHILDREN (2-11)											
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11											
EVENING CONT'D																																							
VALERIE																		A 14.6	20	1276	2139	763	356	839	302	586	534	428	193	728	287	518	513	379	127	205	120	367	299
1 SUN.																		B 14.7	21	1285	2076	762	332	872	339	588	525	396	222	629	278	465	390	284	121	252	131	323	220
WEBSTER																		A 14.6	24	1276	1858	723	208	832	245	398	390	368	360	502	149	242	227	238	208	151	84	373	271
FRI.																		B 14.1	24	1232	1804	710	273	823	251	444	415	348	334	457	148	248	238	199	179	144	89	380	239
WE THE PEOPLE																		A 13.0	19	1136	1715	743	276	820	274	470	434	342	295	552	196	329	291	264	194	134	88	209	156
1 M & TH																		B 12.3	18	1075	1736	737	296	828	255	441	425	379	323	555	170	328	309	280	201	110	56	243	157
1 TUE.																																							
2 TU&TH																																							
WHO'S THE BOSS?																		A 22.7	33	1984	1837	700	330	810	336	562	493	351	211	464	229	327	270	180	101	216	109	347	246
TUE.																		B 22.4	34	1958	1928	752	373	844	362	576	513	357	212	536	231	378	343	239	124	223	122	325	212
WIZARD																		A 10.0	15	874	1765	762	266	813	242	413	449	368	287	567	149	293	310	332	228	126	89	259	194
2 THU.																		B 9.7	14	848	1672	715	258	771	186	365	416	381	299	529	131	256	276	294	238	127	67	245	193
8.00 - 8.30																		A 9.1	14	795	1712	728	252	776	218	379	418	364	284	565	151	284	293	323	238	125	84	246	181
8.30 - 9.00																		A 10.9	16	953	1801	790	274	843	261	438	469	372	293	563	146	297	324	335	218	125	92	270	205
LATE FRINGE																																							
ABC NEWS:NIGHTLINE																		A 5.9	17	516	1161	526	147	574	106	219	261	289	277	572	138	269	252	296	271	13	LT	LT	LT
1 T THF																		B 5.8	16	507	1182	550	178	594	130	267	280	301	278	553	138	285	272	295	238	25	12	LT	LT
1 WED.																																							
2 MTU TH																																							
2 FRI.																																							
11.30 - 12.00																		A 5.9	17	516	1178	532	151	581	110	224	264	291	279	580	143	276	255	299	274	13	LT	LT	LT
12.00 - 12.30																		A 5.8	18	507	1010	463	241	463	LT	128	254	328	209	547	142	215	232	282	239	LT	LT	LT	LT
ABC NEWS:NIGHTLINE-WED																		A 5.0	18	437	1156	648	151	648	64	176	335	330	313	508	63	275	306	296	202	LT	LT	LT	LT
2 WED.																		B 4.7	17	411	1097	572	133	585	89	177	263	256	308	512	70	237	298	282	208	LT	LT	LT	LT
ABC NEWS:NIGHTLINE-THU																		A 5.2	18	454	1152	624	119	665	75	236	274	303	391	487	51	141	155	229	332	LT	LT	LT	LT
1 THU.																		B 4.4	16	385	1160	584	129	598	103	209	275	300	319	562	131	238	297	291	257	LT	LT	LT	LT
ABC WEEKEND REPORT-SAT.																		A 2.3	6	201	950	442	234	482	LT	LT	179	304	303	468	70	184	184	204	284	LT	LT	LT	LT
1 SAT.																		B 2.5	8	219	1141	595	237	630	156	320	327	303	280	440	108	205	192	203	214	44	24	27	27
ABC WEEKEND REPORT-SUN.																		A 2.3	9	201	1080	358	239	478	179	228	269	190	155	602	273	458	313	194	144	LT	LT	LT	LT
1 SUN.																		B 2.6	9	227	1026	458	266	526	146	269	314	259	196	469	120	256	246	238	172	LT	LT	LT	LT
2 SUN.																																							
ABC WEEKEND REPORT-SAT(S)																		A 2.3	6	201	1070	274	40	483	209	249	249	119	234	587	239	387	178	148	200	LT	LT	LT	LT
2 SAT.																																							
CBS LATE NIGHT I																		A 4.8	18	420	1098	533	183	619	176	293	286	300	252	463	165	263	182	302	179	LT	LT	LT	LT
1 M & W																		B 4.8	17	420	1220	577	240	660	202	358	349	324	239	475	141	269	235	235	179	49	22	36	14
1 TUE.																																							
1 THU.																																							
2 MTU TH																																							
2 WED.																																							
11.30 - 12.00																		A 5.2	16	454	1132	572	157	631	137	265	275	335	294	491	192	297	187	193	178	10	LT	LT	LT
12.00 - 12.30																		A 4.7	19	411	1090	523	190	628	187	306	291	297	247	450	144	257	197	215	170	LT	LT	LT	LT
12.30 - 1.00																		A 4.4	21	385	1109	525	212	600	203	298	291	269	224	478	184	241	153	189	203	LT	LT	28	LT
1.00 - 1.30																		A 4.5	25	393	743	478	137	481	160	265	293	268	137	262	138	138	69	98	124	LT	LT	LT	LT



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
														TOTAL	18-34	WOMEN		18-49		25-54	35-64	55+	TOTAL	18-34	MEN		18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
LATE FRINGE CONT'D																																					
CBS LATE NIGHT II																																					
1 MON. 12.36A 49 CBS FF 104 179 175														A	3.1	18	271	893	476	188	509	170	244	258	221	188	373	104	166	147	192	174	LT	LT	LT	LT	
1 TUE. 1.00A 49														B	3.2	18	280	1074	522	206	577	189	310	314	269	208	439	139	264	219	214	155	32	LT	26	LT	
1 WED. 12.36A 52																																					
1 THU. 1.06A 51																																					
FRI. 12.30A 42																																					
2 MON. 12.36A 44																																					
2 TUE. 12.36A 50																																					
2 WED. 1.06A 49																																					
2 THU. 12.36A 48																																					
12.30 - 1.00														A	3.2	16	280	921	511	214	532	153	249	286	243	207	378	78	153	150	204	186	LT	LT	LT	LT	
1.00 - 1.30														A	3.2	20	280	896	432	164	478	172	232	228	196	171	404	126	189	157	203	175	LT	LT	LT	LT	
1.30 - 2.00														A	3.0	22	262	679	446	149	458	168	225	237	222	168	221	76	122	122	122	99	LT	LT	LT	LT	
CBS NEWS NIGHTWATCH-1																																					
1 M-TU-TH-SU 2.00A 30 CBS N 101 47 49														A	.9	9	79	570	304	164	342	LT	152	152	165	190	228	76	114	101	LT	114	LT	LT	LT	LT	
1 TUE. 2.24A 6														B	1.1	11	96	535	258	132	317	63	150	133	191	157	209	LT	133	124	111	73	LT	LT	LT	LT	
2 M-TU-TH-SU 2.00A 30																																					
CBS NEWS NIGHTWATCH-2																																					
M-TU-TH-SU 2.30A 30 CBS N 104 70 70														A	1.5	18	131	573	322	108	337	46	153	153	153	184	221	38	99	99	92	122	LT	LT	LT	LT	
														B	1.3	16	114	506	239	82	278	66	131	139	139	131	213	LT	135	136	140	68	LT	LT	LT	LT	
CBS NEWS NIGHTWATCH-3																																					
M-TU-TH-SU 3.00A 180 CBS N 104 87 88														A	1.3	22	114	377	193	79	228	LT	88	79	87	140	140	53	88	62	43	52	LT	LT	LT	LT	
														B	1.1	20	96	438	184	78	235	61	87	88	75	134	182	51	79	71	59	101	LT	LT	LT	LT	
4.00 - 3.30														A	1.5	21	131	519	275	130	313	46	107	107	107	206	206	77	137	106	60	69	LT	LT	LT	LT	
3.30 - 4.00														A	1.4	22	122	500	278	132	328	41	107	107	115	221	172	74	74	50	LT	98	LT	LT	LT	LT	
4.00 - 4.30														A	1.3	23	114	368	228	61	254	LT	97	97	70	157	114	62	62	44	LT	52	LT	LT	LT	LT	
4.30 - 5.00														A	1.1	21	96	271	146	LT	146	LT	53	53	53	93	125	LT	63	LT	73	62	LT	LT	LT	LT	
5.00 - 5.30														A	1.2	22	105	210	77	LT	77	LT	LT	LT	77	58	86	48	86	LT	LT	LT	47	LT	LT	LT	LT
5.30 - 6.00														A	1.1	19	96	260	84	63	125	LT	63	LT	83	62	135	LT	135	93	93	LT	LT	LT	LT	LT	
CBS SUNDAY NEWS-OSGOOD																																					
SUN. 11.00P 15 CBS N 19 119 119														A	5.0	10	43	1389	698	142	737	94	239	259	359	414	560	217	309	316	227	205	27	LT	65	16	
														B	4.8	10	420	1313	685	211	752	210	348	340	312	360	516	149	272	267	236	224	24	LT	21	LT	
DAVID LETTERMAN I																																					
1 M-TU-TH 12.30A 30 NBC GV 80 203 203														A	4.3	20	376	1082	471	273	612	301	381	276	210	171	427	234	327	221	146	63	29	LT	14	14	
1 TUE. 12.47A 30														B	4.3	21	376	1188	463	226	597	248	379	296	251	165	525	248	407	318	233	87	44	14	22	19	
2 M-TH 12.30A 30																																					
DAVID LETTERMAN II																																					
1 M-TU-TH 1.00A 30 NBC GV 80 203 203														A	4.6	22	315	1063	426	263	597	330	426	288	193	134	434	275	358	213	124	47	32	LT	LT	LT	
1 TUE. 1.17A 30														B	4.4	21	288	1096	391	197	528	232	351	279	218	133	508	265	407	287	208	74	37	LT	23	18	
2 M-TH 1.00A 30																																					
FRIDAY NIGHT VIDEOS																																					
FRI. 12.30A 90 NBC PG 20 191 194														A	4.4	20	376	1173	457	213	457	184	282	239	228	175	434	246	391	286	162	26	282	266	LT	LT	
														B	4.4	19	341	1105	425	207	529	258	379	330	224	116	354	201	294	228	137	46	182	104	40	34	
12.30 - 1.00														A	4.4	20	454	1374	581	259	581	209	356	290	290	225	515	249	436	366	202	64	278	238	LT	LT	
1.00 - 1.30														A	4.6	19	340	1180	437	162	437	183	257	208	214	180	463	305	448	335	158	LT	280	280	LT	LT	
1.30 - 2.00														A	4.4	21	323	867	300	201	300	143	202	202	157	98	273	165	258	115	108	LT	294	294	LT	LT	
G MICHAELS SPORTS MACHINE																																					
SUN. 11.30P 15 NBC SC 22 85 85														A	4.4	6	166	861	150	108	150	60	108	108	66	42	632	373	434	229	229	198	79	LT	LT	LT	LT
														B	4.4	7	184	959	465	179	488	114	289	327	282	132	443	173	306	269	202	115	LT	LT	LT	LT	
KEEP ON CRUISIN																																					
CONT'D														A	4.4	7	210	1000	628	333	657	185	419	419	348	196	343	23	176	190	172	153	LT	LT	LT	LT	

[illegible]

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY START TIME DUR NET TYPE										WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
															TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
												TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
WEEKDAY DAYTIME CONT'D																																		
AS THE WORLD TURNS												A	7.3	24	638	1207	873	165	945	245	459	414	385	427	209	36^	72^	80^	115	111	14v	9v	39^	15v
M-F 1.30P 60 CBS DD 102 206 206												B	7.0	23	612	1257	830	184	942	244	430	402	384	440	241	67	108	83	95	122	34	24	40	17
1.30 - 2.00												A	7.3	24	638	1187	849	152	915	226	432	390	372	427	217	33^	74^	85^	125	120	15v	11v	40^	16v
2.00 2.30												A	7.4	25	647	1192	877	167	952	255	468	428	390	421	189	37^	64^	69^	98^	100^	13v	8v	38^	14v
BEFORE HOURS												A	<<																					
2 M-F 6.30A 15 NBC N 5 103												B	<<																					
BLOCKBUSTERS												A	3.1	13	271	1170	689	43v	726	258	313	322	243^	346	327	84^	154^	126^	115^	165^	20v	LT	97^	22v
1 MTWTF 10 30A 30 NBC QG 45 145 143												B	3.0	12	262	1237	722	114	774	235	330	303	252	401	320	64	102	103	114	199	42	23	101	24
1 THU. 10.30A 25																																		
2 M-F 10.30A 30																																		
CAPITOL												A	5.6	19	489	1211	830	184	929	291	502	450	389	360	192	64^	99^	94^	96^	73^	38^	16v	52^	20v
M-F 2.30P 30 CBS DD 101 195 194												B	5.2	18	454	1233	801	207	928	279	480	430	399	377	205	77	115	83	77	80	55	35	45	23
CBS MORNING NEWS- 6:30AM												A	1.4	12	122	1221	615	147^	615	107v	222^	206^	188^	391^	556^	97v	212^	278^	223^	262^	LT	LT	50v	LT
M-F 6.30A 30 CBS N 40 139 139												B	1.5	14	131	1241	619	225	643	140	245	243	237	374	545	98	225	242	273	288	LT	LT	LT	LT
CBS MORNING NEWS- 7:00AM												A	2.8	14	245	1241	711	211^	784	200^	359	339	282	368	417	62v	168^	217^	191^	187^	LT	LT	37v	33v
M-F 7.00A 30 CBS N 40 202 202												B	2.7	14	236	1252	672	231	737	166	332	328	301	364	447	71	157	187	215	247	LT	LT	48	41
CBS SCHOOLBREAK SPECIALS(S)												A	6.8	20	594	1355	632	208^	681	154^	317^	309^	292^	309^	272^	78v	158^	152^	164^	55v	302^	143^	100v	66v
2 THU. 4.00P 60 CBS CL 199												A	6.0	18	524	1361	629	191^	680	166^	303^	278^	266^	327^	279^	80v	151^	160^	161^	56v	314^	158^	88v	63v
4.00 - 4.30																																		
4.30 - 5.00												A	7.5	21	656	1352	638	218^	685	146^	327^	330^	311^	300^	269^	79v	165^	144^	167^	56v	292^	133^	106v	67v
DAYS OF OUR LIVES												A	7.1	23	621	1419	836	226	933	306	537	457	406	350	349	146	207	167	136	100^	91^	62^	46^	19v
M-F 1.00P 60 NBC DD 98 210 208												B	7.1	23	621	1495	859	224	973	339	544	459	401	366	357	145	206	142	134	121	95	80	70	26
1.00 - 1.30												A	6.9	23	603	1408	845	222	942	302	537	447	413	362	334	133	192	151	130	103^	89^	60^	43^	15v
1.30 - 2.00												A	7.2	23	629	1444	841	232	939	318	546	471	405	345	368	157	224	187	148	96^	91^	64^	46^	20v
FAME, FORTUNE AND ROMANCE												A	2.4	10	210	1148	695	142^	824	343	594	458	409	195^	244^	124^	167^	91^	86^	71v	28v	LT	52v	LT
1 MTWTF 11.00A 30 ABC CC 98 149 147												B	2.4	10	210	1150	662	200	759	273	475	457	347	233	264	114	175	115	99	86	35	LT	92	35
2 M-F 11.00A 30																																		
GENERAL HOSPITAL												A	8.1	27	708	1261	751	168	856	364	557	488	344	240	236	101	151	118	87^	80^	74^	65^	95^	46^
1 M-F 3.00P 60 ABC DD 94 210 209												B	8.5	28	743	1298	781	214	888	402	588	521	343	231	221	74	127	104	86	89	103	85	86	36
2 MTWTF 3.00P 60																																		
2 TUE. 3.00P 30																																		
& 3.39P 21																																		
3.00 - 3.30												A	8.0	27	699	1237	759	160	863	377	569	489	339	240	227	93^	142	114	88^	79^	66^	59^	81^	33^
3.30 - 4.00												A	8.3	27	725	1274	736	171	838	343	536	482	348	237	241	104	158	123	88^	79^	85^	73^	110	62^
GOOD MORNING, AMERICA-730												A	4.7	21	411	1190	674	216	759	168	368	419	380	314	356	95^	161^	143^	149^	188	29v	17v	46^	27v
M-F 7.30A 30 ABC N 98 209 209												B	4.4	21	385	1205	693	224	749	190	395	435	370	283	347	90	177	171	157	159	42	26	67	33
GOOD MORNING, AMERICA-830												A	4.9	21	428	1091	647	140^	719	138^	278	309	322	387	319	87^	131^	123^	119^	172	LT	LT	46^	LT
1 MTWTF 8.30A 30 ABC N 98 207 207												B	4.6	20	402	1154	717	165	767	179	367	390	360	346	315	64	128	113	141	175	17	LT	55	16
2 M-F 8.30A 30																																		
GOOD MORN AMER-THU-830(B)												A	4.5	19	393	1150	656^	100v	669^	217^	310^	302^	273^	311^	423^	56v	237^	255^	323^	168v	LT	LT	58v	LT
1 THU. 8.30A 30 ABC N 188																																		
83																																		
GUIDING LIGHT												A	6.5	21	568	1282	803	163	895	216	432	420	416	395	243	82^	109^	103^	103^	95^	91^	54^	53^	25v
1 M-F 3.00P 60 CBS DD 101 207 206												B	6.4	21	559	1338	810	187	937	240	458	417	424	411	233	79	120	89	92	93	110	71	58	33
CONT'D																																		

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	Avg. Aud. %	Avg. Share %	Avg. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL M					
WEEKDAY DAYTIME CONT'D																																	
GUIDING LIGHT-CONT'D																																	
2 M-WTHF 3.00P 60																																	
2 TUE. 3.00P 30																																	
3.00 - 3.30																																	
3.30 - 4.00																																	
LOVING 98 179 180																																	
M-F 12.30P 30 ABC DD 90 90																																	
MORNING PROGRAM 40 202 202																																	
M-F 7.30A 90 CBS N 98 98																																	
7.30 - 8.00																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
NBC NEWS AT SUNRISE 100 191 191																																	
1 M-F 6.30A 30 NBC N 97 97																																	
2 M-F 6.00A 30																																	
NBC NEWS DIGEST-DAYTIME 60 192 191																																	
M-WF 2.57P 1 NBC N 95 95																																	
NEW CARD SHARKS 101 169 169																																	
M-F 10.30A 30 CBS QP 84 84																																	
NEWSBREAK-11.57 102 179 178																																	
M-F 11.57A 2 CBS N 85 85																																	
NEWSBREAK-3.44 100 193 191																																	
1 M-WTH 3.42P 1 CBS N 95 95																																	
1 TUE. 3.43P 1																																	
1 FRI. 3.45P 1																																	
2 MON. 3.45P 1																																	
2 WED. 3.44P 1																																	
2 THU. 3.43P 1																																	
2 FRI. 3.47P 1																																	
ONE LIFE TO LIVE 96 211 210																																	
M-F 2.00P 60 ABC DD 99 99																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
PRICE IS RIGHT 1 100 207 207																																	
1 M-WTH 11.00A 30 CBS AP 99 99																																	
2 M-F 11.00A 30																																	
PRICE IS RIGHT 2 101 207 207																																	
1 M-WTH 11.30A 30 CBS AP 99 99																																	
2 M-F 11.30A 30																																	
RYAN'S HOPE 97 162 166																																	
1 M-WTH 12.00N 30 ABC DD 82 84																																	
1 THU. 12.09P 21																																	
2 M-F 12.00N 30																																	



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1ST MAR. 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	KEY		AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKDAY DAYTIME CONT'D																																			
SALE OF THE CENTURY										45	166	165	A	3.7	15	323	1207	757	17^	826	278	358	309	264	409	276	74^	108^	80^	68^	162^	19^	19^	86^	43^
1 MTWTF 10.00A 30 NBC QG										85	85	B	3.7	15	323	1234	735	111	806	232	341	292	249	427	316	72	109	94	92	195	41	25	71	29	
1 THU. 10.08A 22																																			
2 M-F 10.00A 30																																			
SANTA BARBARA										97	197	194	A	4.4	14	385	1319	812	179	872	298	483	405	311	364	263	132^	172^	123^	65^	83^	99^	81^	85^	42^
1 M-F 3.00P 60 NBC DD										97	97	B	4.4	14	385	1370	814	153	888	337	479	389	333	360	271	97	135	90	90	132	102	74	109	65	
2 M-WTHF 3.00P 60																																			
2 TUE. 3.00P 30																																			
3.37P 23																																			
3.00 - 3.30													A	4.1	14	358	1374	871	190^	927	321	522	438	330	376	274	140^	181^	127^	70^	83^	92^	72^	81^	31^
3.30 - 4.00													A	4.6	15	402	1299	779	169^	847	290	459	381	300	363	250	128^	160^	115^	57^	83^	108^	91^	94^	55^
SCRABBLE										96	197	195	A	5.6	22	489	1249	757	129^	799	217	337	313	309	419	289	78^	117^	84^	121^	143	85^	53^	76^	27^
1 MTWTF 11.30A 30 NBC QG										96	96	B	5.1	20	446	1252	730	146	793	187	316	300	304	425	323	76	113	101	128	182	54	34	82	32	
2 M-F 11.30A 30																																			
SUPER PASSWORD										97	159	160	A	4.0	14	350	1203	752	128^	820	183^	286	295	349	459	239	54^	60^	51^	79^	151^	66^	51^	78^	32^
1 MTWTF 12.00N 30 NBC QG										77	77	B	3.7	14	323	1253	718	124	810	171	290	265	320	467	289	72	102	77	110	170	86	53	68	35	
1 THU. 12.20P 10																																			
2 M-F 12.00N 30																																			
TODAY SHOW-7.30AM										99	204	204	A	5.8	26	507	1162	745	221	757	157	358	376	359	360	362	45^	144	167	187	189	13^	LT	30^	13^
M-F 7.30A 30 NBC N										99	99	B	5.2	25	454	1238	706	225	743	155	355	372	356	337	432	80	193	205	229	199	21	LT	42	32	
TODAY SHOW-8.30AM																																			
M-F 8.30A 30 NBC N										99	204	204	A	5.7	24	498	1219	746	236	809	189	350	356	332	410	336	25^	109^	135^	173	190	17^	LT	57^	14^
													B	5.4	24	472	1215	760	163	799	179	340	340	305	407	358	71	143	150	165	181	16	LT	42	24
\$25,000 PYRAMID										99	178	178	A	4.1	17	358	1148	704	100^	774	162^	237	273	304	442	235	64^	87^	107^	121^	103^	30^	14^	109^	44^
1 MTWTF 10.00A 30 CBS QP										90	90	B	3.8	16	332	1201	716	156	796	200	320	312	297	422	276	77	125	113	121	130	25	19	104	50	
1 THU. 10.00A 2																																			
2 M-F 10.08A 22																																			
2 M-F 10.00A 30																																			
WEBSTER M-F										49	142	145	A	2.4	9	210	924	467	105^	533	224^	358	362	267^	142^	171^	38^	81^	90^	105^	81^	34^	LT	186^	72^
1 MTWTF 11.30A 30 ABC CS										74	77	B	2.2	8	192	1204	584	192	632	285	461	388	251	154	218	88	142	112	91	69	85	51	269	119	
2 M-F 11.30A 30																																			
WHEEL OF FORTUNE										96	209	208	A	6.9	28	603	1182	698	87^	733	162	256	251	279	432	310	80^	131	86^	122	169	61^	38^	78^	28^
1 MTWTF 11.00A 30 NBC QG										99	99	B	6.4	26	559	1251	742	128	802	185	313	302	302	439	320	68	111	92	121	191	47	28	82	32	
2 M-F 11.00A 30																																			
WORDPLAY										49	149	147	A	3.6	13	315	1286	762	194^	848	251	310	304	362	426	298	106^	130^	87^	84^	168^	26^	LT	114^	45^
M-F 12.30P 30 NBC QG										78	79	B	3.7	13	323	1400	741	185	833	267	353	309	310	409	329	81	129	102	146	188	107	55	131	72	
YOUNG AND THE RESTLESS										101	208	208	A	8.2	29	717	1227	798	187	889	257	462	426	364	371	275	88^	153	131	120	92^	8^	LT	55^	17^
M-F 12.30P 60 CBS DD										99	99	B	8.1	29	708	1257	809	197	920	289	485	421	370	383	253	72	123	95	100	116	32	18	52	21	
12.30 - 1.00													A	8.1	29	708	1226	779	181	872	249	453	415	357	367	286	91^	164	138	127	93^	8^	LT	60^	17^
1.00 - 1.30													A	8.1	29	725	1217	815	185	901	262	470	433	370	375	258	79^	138	123	113	88^	9^	LT	49^	18^
WEEKEND DAYTIME																																			
ABC COLLEGE BSKTBALL GAME										7	164	159	A	7.7	8	236	1144	373^	144^	386^	127^	170^	170^	110^	216^	649	276^	463^	373^	267^	161^	50^	LT	59^	38^
1 SUN. 2.00P 127 ABC SE										86	84	B	7.4	6	210	1284	419	173	430	94	177	168	181	244	690	244	425	396	312	210	66	LT	98	73	
2 SUN. 2.00P 126																																			
2.00 - 2.30													A	7.1	6	184	913	418^	120^	424^	119^	130^	130^	49^	294^	434^	255^	369^	283^	141^	65^	LT	LT	49^	49^
CONT'D																																			

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1987 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION													
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORY													
NO. OF STATIONS & PROGRAM COVERAGE										MEN													
K F Y										TEENS (12-17)													
HOUSEHOLD AUDIENCES										(7-11)													
AUG. SHARE %										TOTAL													
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK	#	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG AUD %	SHARE %	AVG AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK OF ING HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL 6-11									
WEEKEND DAYTIME CONT'D																																					
CBS NCAA BASKETBALL-CONT'D																																					
2 SAT. 1.30P 120 CBS SE 97															B	3.8	11	332	1365	354	119	383	137	193	181	142	155	722	289	461	438	323	186	82	20	178	131
1.30 - 2.00															A	2.6	10	227	802	256	36	256	163	163	199	36	57	546	277	277	111	217	158	LT	LT	LT	LT
2.00 - 2.30															A	3.1	12	271	897	221	LT	221	118	118	118	45	103	676	171	370	372	372	133	LT	LT	LT	LT
2.30 - 3.00															A	3.1	11	271	1022	118	LT	118	70	70	70	48	48	904	288	491	605	505	189	LT	LT	LT	LT
3.00 - 3.30															A	3.2	12	280	1218	385	47	385	208	282	15	177	103	833	408	568	464	372	154	LT	LT	LT	LT
CBS NCAA BASKETBALL-SAT 2 5															A	4.1	12	358	1229	454	145	501	108	193	148	196	286	609	176	447	364	316	162	119	53	LT	LT
2 SAT. 4.00P 121 CBS SE 95															B	4.6	12	402	1411	428	142	462	161	222	196	169	201	793	250	498	494	409	210	80	27	76	52
4.00 - 4.30															A	3.7	12	323	1390	508	164	573	164	303	227	245	235	678	285	542	418	309	136	139	34	LT	LT
4.30 - 5.00															A	4.2	13	367	1373	512	133	561	118	232	166	217	313	727	239	563	496	392	164	85	35	LT	LT
5.00 - 5.30															A	4.2	12	367	1158	392	147	441	89	133	98	151	294	607	108	435	373	357	172	110	63	LT	LT
5.30 - 6.00															A	4.0	11	350	1089	438	158	478	82	135	123	195	315	466	92	280	188	222	186	145	77	LT	LT
CBS NCAA BASKETBALL SUN 7 191 189															A	5.0	14	437	1435	407	137	416	78	204	221	193	195	851	403	588	588	336	197	140	16	28	28
1 SUN. 12.00N 130 CBS SE 98 95															B	5.2	13	454	1454	406	149	447	99	240	267	233	171	801	310	516	519	375	215	148	41	58	39
2 SUN. 2.39P 111																																					
12.00 - 12.30															A	3.4	10	297	1246	428	213	428	LT	238	238	238	190	674	303	421	505	249	169	87	LT	57	57
12.30 - 1.00															A	4.2	12	367	1499	444	224	444	51	254	254	203	190	921	438	618	672	366	174	66	LT	68	68
1.00 - 1.30															A	4.9	14	428	1346	334	103	334	44	177	177	157	157	899	426	600	561	342	182	64	LT	49	49
1.30 - 2.00															A	6.1	17	533	1422	374	101	374	43	254	254	232	120	880	373	590	536	347	214	168	LT	LT	LT
2.00 - 2.30															A	7.4	20	647	1360	325	76	325	39	179	179	161	146	829	280	566	554	465	184	206	55	LT	LT
2.30 - 3.00															A	4.9	15	428	1173	261	52	261	31	83	106	75	155	744	309	507	457	320	237	131	20	37	23
1.00 - 3.30															A	5.4	16	472	1343	452	202	456	137	180	233	198	219	722	349	485	482	279	210	165	19	LT	LT
3.30 - 4.00															A	5.1	15	446	1439	480	186	480	178	218	254	177	226	758	331	462	496	316	236	178	21	23	23
4.00 - 4.30															A	5.1	14	446	1928	491	72	565	111	204	241	263	324	1169	702	964	972	407	164	160	24	34	34
CBS SPORTS SUNDAY 2 176															A	5.6	15	489	1640	585	255	694	179	373	356	343	321	694	305	496	475	297	182	190	46	62	62
2 SUN. 4.30P 60 CBS SA 91															B	6.6	15	577	1965	433	141	560	167	344	350	304	179	768	318	577	531	383	143	496	207	141	96
4.30 - 5.00															A	4.7	12	411	1650	374	134	656	133	310	287	330	346	727	323	515	521	314	173	211	42	56	56
5.00 - 5.30															A	6.5	17	568	1623	587	340	714	208	412	404	350	302	665	288	477	443	284	188	178	51	66	66
CBS STORYBREAK 10 159 157															A	3.5	12	306	1611	343	187	461	219	311	267	169	118	226	156	194	70	38	32	290	176	634	351
SAT. 11.30A 30 CBS CL 78 78															B	3.6	11	315	1704	372	163	455	242	317	294	162	111	214	143	175	109	42	37	241	111	794	514
DORAL OPEN-SAT-RYDER(S) 175															A	3.6	10	315	1387	508	336	593	124	317	260	295	276	664	206	241	172	299	342	LT	LT	130	117
1 SAT. 1.30P 120 CBS SE 94															A	3.3	10	288	1399	389	309	580	177	333	236	239	247	715	319	319	139	229	354	LT	LT	104	48
1.30 - 2.00															A	3.7	11	323	1483	625	375	662	112	356	307	368	306	660	205	254	196	321	319	LT	LT	161	161
2.00 - 2.30															A	3.8	11	332	1346	563	403	617	154	367	337	292	250	599	129	175	156	311	343	LT	LT	130	130
2.30 - 3.00															A	3.7	10	323	1269	427	254	495	53	207	154	266	288	659	179	214	176	307	343	LT	LT	115	115
3.00 - 3.30																																					
DORAL OPEN-SUN-RYDER(S) 194															A	4.9	11	428	1530	502	98	532	38	198	250	306	282	732	209	334	296	306	341	103	56	163	134
1 SUN. 4.30P 90 CBS SE 98															A	4.7	12	411	1462	507	103	541	50	189	237	284	304	661	117	250	305	291	356	138	79	122	97
4.30 - 5.00															A	5.5	13	481	1613	507	104	534	35	201	264	324	270	766	237	360	276	295	356	94	54	219	183
5.00 - 5.30															A	4.3	10	376	1569	510	96	547	33	218	258	318	289	797	281	411	325	355	318	81	37	144	114
5.30 - 6.00																																					
FACE THE NATION 20 109 100															A	2.8	9	245	935	580	270	617	37	184	176	204	404	302	LT	32	32	65	270	LT	LT	LT	LT
SUN. 10.30A 30 CBS CC 77 76															B	3.0	10	260	1170	527	223	580	117	190	207	214	344	518	131	237	245	202	253	48	30	24	LT
FLINTSTONE KIDS 1 22 207 207															A	4.4	17	485	1436	222	165	303	180	260	208	123	29	204	67	129	129	62	75	172	100	957	592
SAT. 9.00A 30 ABC CA 99 99															B	4.4	18	385	1486	294	144	347	189	258	197	133	76	201	84	136	109	68	63	183	100	955	612

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1987 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														
							WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.
WEEKEND DAYTIME CONT'D																										
FLINTSTONE KIDS 2																										
SAT. 9.30A 30 ABC CA 99 99 B 4.8 18 420 1758 293 142 366 198 298 256 156 39 195 88 131 131 57 64 255 135 973 554																										
FOOFUR																										
SAT. 11.00A 30 NBC CA 98 85 B 6.4 21 559 1813 287 132 395 228 276 168 149 87 216 93 142 156 109 60 265 35 937 552																										
GALAXY HIGH SCHOOL																										
SAT. 11.00A 30 CBS CA 95 81 B 4.7 15 411 1484 237 153 324 216 253 189 89 59 175 135 175 88 40 17 275 104 710 357																										
GUMMI BEARS																										
SAT. 8.30A 30 NBC CA 99 99 B 4.6 22 402 1638 269 161 348 217 282 282 131 13 304 85 180 159 203 108 190 82 796 438																										
HEALTH SHOW																										
SAT. 12.30P 30 ABC N 75 76 B 1.9 6 166 1453 465 172 516 235 299 331 204 153 383 274 305 191 83 78 439 242																										
HONDA CLASSIC-SAT(S)																										
2 SAT. 5.00P 60 NBC SE 83 A 3.1 9 271 1358 609 137 613 81 81 144 188 466 731 173 369 277 333 362 17 17 17 17																										
5.00 - 5.30																										
5.30 - 6.00																										
HONDA CLASSIC-SUN(S)																										
2 SUN. 4.00P 120 NBC SE 89 A 5.1 13 446 1312 617 216 617 45 202 234 347 365 640 147 324 302 270 316 24 11 31 17																										
4.00 - 4.30																										
4.30 - 5.00																										
5.00 - 5.30																										
5.30 - 6.00																										
IAAF TRACK(S)																										
2 SAT. 3.00P 120 NBC SE 84 A 2.4 8 210 995 176 17 276 47 47 17 72 229 700 210 410 224 361 290 17 17 17 17																										
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4.00 - 4.30																										
4.30 - 5.00																										
IN THE NEWS-12.26PM																										
1 SAT. 12.26P 3 CBS CN 68 B 3.0 9 262 1577 343 111 383 178 236 218 131 102 292 126 235 178 128 49 160 89 742 411																										
IN THE NEWS-12.26P(B)																										
2 SAT. 12.26P 3 CBS CN 63 A 1.7 7 149 993 275 195 469 194 194 17 17 275 101 17 17 17 17 175 17 248 17																										
IT'S PUNKY BREWSTER																										
1 SAT. 11.30A 30 NBC CA 93 B 6.3 20 551 1873 359 145 400 222 279 211 122 105 256 136 189 133 85 62 219 104 998 516																										
IT'S PUNKY BREWSTER(B)																										
2 SAT. 11.30A 30 NBC CA 79 A 3.9 15 341 2132 262 103 403 250 299 181 108 81 350 79 232 294 232 56 382 43 997 643																										
KIDD VIDEO																										
1 SAT. 12.30P 30 NBC CA 69 B 3.1 11 248 1596 318 150 394 195 278 182 129 105 242 140 190 148 96 48 218 117 742 422																										
KIDD VIDEO(B)																										
2 SAT. 12.30P 30 NBC CA 59 A 2.0 8 174 1943 867 325 1027 674 942 783 353 85 645 97 606 633 548 17 93 69 178 64																										
KISSYFUR																										
SAT. 8.00A 30 NBC CA 99 99 B 3.5 22 406 1671 260 79 330 191 228 155 102 86 263 129 194 147 111 57 142 49 938 592																										
LAZER TAG ACADEMY																										
SAT. 12.00N 30 NBC CA 88 71 B 4.8 16 470 1524 469 79 438 176 264 274 262 95 334 49 172 189 247 145 149 26 603 333																										
SAT. 12.00N 30 NBC CA 88 71 B 4.8 16 470 1645 445 147 388 212 276 213 117 94 268 148 207 157 99 57 226 96 763 417																										



PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE		WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11			
															WOMEN					MEN										
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11
WEEKEND DAYTIME CONT'D																														
MEET THE PRESS																														
SUN. 12.30P 30 NBC CC 21 155 137 A 3.1 10 271 1096 379^ 67v 427^ 66v 84v111v 129v316^ 605 203^ 325^181^ 214^280^ 49v 41v LT LT																														
MUPPET BABIES																														
SAT. 9.00A 60 CBS CA 22 204 205 A 5.6 21 489 1521 169^ 85^ 232^ 86^ 141^114^ 87^ 83^ 135^ 30v 85^ 89^ 81^ 46v 38v 10v 1116 626																														
9.00 - 9.30 B 4.9 19 428 1770 268 122 331 171 239 190 103 85 196 79 145 116 85 50 139 54 1104 630																														
9.30 - 10.00 A 5.0 20 437 1547 157^ 82v 216^ 54v 106^ 93^ 100^ 91^ 140^ 30v 87^ 96^ 90^ 44v 47v 21v 1144 660																														
NBA ON CBS																														
1 SUN. 2.10P 140 CBS SE 7 192 176 A 4.6 14 402 1388 331^ 79v 333^ 14T 141^148^ 209^182^ 803 315^ 544 477 376 225^ 130^ 52v 122^ 77v																														
2 SUN. 12.00N 159 B 6.5 17 568 1612 447 223 508 142 292 293 261 171 849 356 593 522 389 211 123 39 132 106																														
12.00 - 12.30 A 3.3 12 288 1497 504^125v 524^ 66v 115v111v 132v392^ 761^337^ 485^421^ 316^226v 84v 38v 128v 104v																														
12.30 - 1.00 A 4.5 15 393 1557 385^141v 403^ 72v 132v113v 132v271^ 775 401^ 579^494^ 329^160v 188^ 55v 191^ 155v																														
1.00 - 1.30 A 4.4 15 385 1457 205^ 86v 205^ 1T 44^ 44^ 166v161v 853 415^ 686^576^ 362^167v 228^101v 171v 171v																														
1.30 - 2.00 A 4.9 16 428 1397 201^ 96v 201^ 1T 28v 28v 201^173^ 787 343^ 561^540^ 356^210v 140v 44v 269^ 114v																														
2.00 - 2.30 A 4.9 14 428 1357 180^ 57v 178^ 1T 67v 67v 97^111^ 906 362 654 592 448 214^ 151^ 34v 122^ 42v																														
2.30 - 3.00 A 4.4 12 385 1262 329^ 91v 329^ 1T 194^194^ 211^135^ 810 275^ 527 466 390 231^ 97^ 70v 26v 13v																														
3.00 - 3.30 A 4.3 11 376 1314 389^ 72v 389^ 1T 266^291^ 314^ 98v 817 258^ 522^449^ 402^243^ 108v 58v LT LT																														
3.30 - 4.00 A 4.7 12 411 1397 486^ 71v 486^ 1T 295^321^ 380^165v 759 208^ 438^381^ 394^285^ 71v 44v 81v 81v																														
4.00 - 4.30 A 5.9 15 516 1382 478^ 37v 478^ 1T 210^239^ 310^239^ 693 235^ 386^315^ 319^270^ 82v 39v 129v 70v																														
NBA ON CBS SPECIAL(S)																														
1 SAT. 3.30P 150 CBS SE 181 A 4.3 11 376 1612 540^306^ 684^191^ 460^400^ 380^216^ 601^301^ 314^295^ 119v218^ 39v 1T 288^ 141v																														
3.30 - 4.00 A 3.1 8 271 1258 354^236v 564^ 77v 343^266^ 361^221v 569^181v 233v225v 199v273^ LT LT 125v 125v																														
4.00 - 4.30 A 3.7 10 323 1625 530^145v 650^158v 421^351^ 387^229^ 624^299^ 327^309^ 130v250^ LT LT 351^ 146v																														
4.30 - 5.00 A 4.7 12 411 1564 567^183^ 642^137v 382^342^ 400^229^ 557^316^ 316^275^ 89v196^ 86v 1T 279^ 109v																														
5.00 - 5.30 A 4.7 12 411 1723 518^462^ 722 233^ 521^448^ 388^201^ 614^328^ 328^326^ 117v193^ 93v 1T 294^ 134v																														
5.30 - 6.00 A 5.1 12 446 1805 679 448^ 807 304^ 598^538^ 375^209^ 650 349^ 349^327^ 90v211^ LT LT 348^ 184^																														
NBC COLLEGE BS&BL SAT																														
1 SAT. 2.30P 128 NBC SE 9 172 148 A 3.2 10 280 1321 339^199^ 407^135^ 254^186^ 168^136^ 743 176^ 443^514 474^204^ 78v 1T 93v 22v																														
2 SAT. 1.00P 113 B 3.5 10 306 1215 321 140 372 109 200 176 142 153 658 150 412 415 394 206 97 22 88 42																														
1.00 - 1.30 A 2.2 8 192 2021 449^303v 506^384^ 384^198v 73v122v 1245^333v1031^934^ 781^172v LT LT 250v 1T																														
1.30 - 2.00 A 1.9 7 166 2175 410^283v 470^320v 320v192v 91v150v 1205^157v 911^970^ 861^235v 294^107v 206v 1T																														
2.00 - 2.30 A 1.9 7 166 1753 308^296v 446^295v 295v156v 151v151v 1113^132v 463^663^ 981^450^ LT LT 170v 1T																														
2.30 - 3.00 A 3.2 10 280 1229 372^204^ 411^ 68v 203^200^ 207^172^ 605 180^ 304^382^ 378^223^ 92v 1T 121v 50v																														
3.00 - 3.30 A 4.8 13 420 979 199^ 89v 253^ 55v 150v115v 115v 83v 615^196^ 356^448^ 288^167v 85v 1T 26v 1T																														
3.30 - 4.00 A 4.0 11 350 954 292^ 83v 337^ 45v 208^181v 181v111v 520^128																														

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1987 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES			TOTAL PERSONS (2+)	LADY WORKING HOUSE WOM.																	
							WK 1	WK 2		Avg. Aud. %	Avg. Share %	Avg. Aud. (0,000)			18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL	CHILDREN (2-11) TOTAL					
WEEKEND DAYTIME CONT'D																															
ONE TO GROW ON-		10:28A	2	NBC	CN		22	204	204	A	5.6	19	489	1507	364	78	48	146	89	274	110	150	119	116	124	109	56	744	403		
SAT.								99	99	B	6.6	23	577	1684	373	154	426	251	312	217	258	145	196	121	93	54	172	88	828	437	
ONE TO GROW ON-		11:58A	2	NBC	CN		19	176		A	6.6	19	577	1577	399	68	399	144	172	187	156	46	46	46	110	110	193	17	829	548	
1 SAT.								93		B	5.9	19	516	1785	356	162	392	210	269	207	232	112	162	113	89	66	221	117	940	523	
ONE TO GROW ON-		11:58A(B)						152		A	3.6	14	315	2263	326	86	405	199	285	245	340	73	213	270	219	70	471	50	1047	697	
2 SAT.								78																							
PEE WEE'S PLAYHOUSE		10:00A	30	CBS	CL		18	207	207	A	6.3	22	551	1537	237	136	323	169	267	200	169	99	139	85	50	20	136	36	909	497	
SAT.								99	99	B	5.8	20	507	1745	308	135	366	212	277	202	218	111	176	144	81	39	174	83	987	577	
POUND PUPPIES		10:30A	30	ABC	CA		21	205	206	A	4.6	16	402	2077	207	80	316	230	260	123	307	168	234	176	87	73	177	119	1277	650	
SAT.								97	97	B	4.5	15	393	1884	333	135	384	251	307	227	209	106	151	118	75	53	176	91	1115	670	
PRO BOWLERS TOUR		3:00P	90	ABC	SE		9	167	165	A	5.2	15	454	1282	600	230	625	136	258	279	575	118	234	236	279	315	LT	LT	82	38	
SAT.								89	89	B	5.6	15	489	1381	597	195	652	135	262	295	600	167	316	325	276	244	49	31	80	42	
3:00 - 3:30										A	4.5	14	393	1254	537	198	580	177	246	252	577	129	264	242	296	313	LT	LT	97	46	
3:30 - 4:00										A	5.2	15	454	1295	616	259	640	134	262	291	574	113	235	233	289	316	LT	LT	81	37	
4:00 - 4:30										A	5.9	16	516	1295	638	238	651	104	259	295	575	111	208	237	259	315	LT	LT	69	31	
REAL GHOSTBUSTERS		10:00A	30	ABC	CA		22	202	203	A	5.2	18	454	1705	211	115	308	155	179	151	240	143	188	108	65	52	279	149	878	535	
SAT.								97	98	B	5.2	18	454	1746	278	124	339	183	241	189	221	108	162	126	77	52	238	93	948	604	
ROAD TO FINAL FOUR, PT. I(S)								178		A	3.0	11	262	676	253	LT	253	176	176	176	408	210	210	34	153	164	LT	LT	LT	LT	
2 SAT.		1:00P	30	CBS	SC			94																							
ROAD TO FINAL FOUR, PT. II(S)		3:30P	30	CBS	SC			185		A	2.6	9	227	1546	722	93	722	344	494	296	824	361	753	595	392	71	LT	LT	LT	LT	
2 SAT.								95																							
ROCK N WRESTLING-1		12:00N	30	CBS	CA		14	137		A	2.4	7	210	1743	615	315	896	257	644	387	328	176	190	43	LT	138	28	28	491	409	
1 SAT.								68		B	3.1	10	271	1561	348	118	386	181	245	222	267	115	209	164	114	50	189	116	719	412	
ROCK N WRESTLING-2		12:30P	30	CBS	CA		19	136	128	A	2.5	8	219	1416	411	119	621	228	379	201	214	78	97	LT	36	117	32	32	549	283	
SAT.								68	65	B	3.1	10	271	1703	347	127	426	235	302	218	317	161	258	192	120	53	182	70	778	420	
ROCK N WREST -1(B)		12:00N	30	CBS	CA			126		A	1.8	7	157	1032	261	204	465	204	204	LT	83	LT	LT	LT	LT	83	210	LT	274	LT	
2 SAT.								63																							
SMURFS I		9:00A	30	NBC	CA		22	206	206	A	5.6	22	489	1624	377	110	420	251	313	280	347	160	221	156	135	110	133	74	724	472	
SAT.								99	99	B	5.5	23	481	1719	333	132	378	212	270	190	259	144	206	161	100	43	159	64	923	543	
SMURFS II		9:30A	30	NBC	CA		22	206	206	A	6.0	22	524	1510	341	128	421	258	294	232	308	159	212	159	113	78	141	61	640	431	
SAT.								99	99	B	6.2	23	542	1724	342	128	395	233	281	210	276	154	218	169	103	48	186	83	867	506	
SMURFS III		10:00A	30	NBC	CA		22	206	206	A	6.4	22	559	1488	325	83	349	203	233	186	255	106	156	132	107	99	117	56	767	428	
SAT.								99	99	B	6.9	24	603	1684	364	160	418	248	310	217	254	144	195	127	90	52	179	86	833	451	
SPORTSWORLD		3:02P	58	NBC	SA		7	157		A	3.8	11	332	1000	322	100	322	126	222	186	633	108	349	310	326	284	45	LT	LT	LT	LT
2 SUN.								86		B	5.4	13	472	1562	529	250	622	223	343	294	676	176	401	388	377	234	124	60	140	90	
3:00 - 3:30										A	3.5	11	306	1101	340	72	340	157	252	213	718	199	466	421	346	252	43	LT	LT	LT	LT
3:30 - 4:00										A	4.0	12	350	931	311	119	311	106	203	169	574	37	260	223	314	314	46	LT	LT	LT	LT
SPORTSWORLD SPCL. EDITION(S)		3:04P	56	NBC	SA			165		A	4.5	12	393	1858	605	170	605	132	277	336	848	235	560	639	535	166	298	298	107	107	
1 SUN.								88		A	4.3	11	376	2013	742	218	742	173	428	428	824	190	514	681	543	143	329	329	118	118	
3:00 - 4:00										A	4.7	12	411	1725	493	133	493	100	158	260	862	269	592	597	523	186	270	270	100	100	

PROGRAM NAME						I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %		AVG. SHARE %	AVG. AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)			
													TOTAL	18- 34	WOMEN 18- 49	25- 54	35- 64	55+	TOTAL	18- 34	MEN 18- 49	25- 54	35- 64	55+	TOTAL	FEM.	TOTAL	6-11	
WEEKEND DAYTIME CONT'D																													
SUNDAY MORNING																													
SUN.	9.00A	90	CBS N	21	177	156	A	4.1	16	358	1522	754	285^	754	84v	271^	303^	351^	446	578	140^	321^	291^	304^	257^	14v	14v	176^	109^
9.00 - 9.30				B	4.5	18	393	1388	634	244	710	108	258	311	329	391	551	133	286	311	299	211	33	19	94	51			
9.30 - 10.00				A	3.8	16	332	1292	684	244^	684	63v	184^	223^	302^	461	448	84v	172^	124^	226^	276^	LT	LT	160^	153^			
10.00 - 10.30				A	4.2	16	367	1597	826	316^	826	106^	352^	376^	401	450	618	158^	382^	355^	329^	236^	16v	16v	137^	63v			
				A	4.3	16	376	1641	744	302^	744	76v	269^	297^	352^	432	644	169^	390	376^	346^	254^	20v	20v	233^	118^			
TEEN WOLF																													
SAT.	10.30A	30	CBS CA	22	203	203	A	5.9	20	516	1595	197^	135^	318	153^	243^	155^	142^	61v	215^	132^	190^	105^	64v	19v	308	174^	754	409
				B	5.6	19	489	1771	289	149	374	181	252	180	141	98	232	142	202	137	74	28	294	135	871	522			
THIS WK-DAVID BRINKLEY SP(S)																													
2 SUN.	11.30A	60	ABC N	169			A	4.0	14	350	1326	625^	120v	666^	34v	103v	172v	254^	494^	660^	94v	291^	243^	263^	343^	LT	LT	LT	LT
11.30 - 12.00				A	3.8	14	332	1268	594^	136v	660^	39v	108v	181v	308^	479^	608^	84v	226^	234^	225^	332^	LT	LT	LT	LT			
12.00 - 12.30				A	4.2	15	367	1362	652^	101v	665^	30v	93v	158v	202^	507^	697^	104v	346^	242^	288^	351^	LT	LT	LT	LT			
THIS WEEK-DAVID BRINKLEY																													
1 SUN.	11.30A	60	ABC N	18	188		A	5.3	16	463	1192	555^	49v	592^	57v	62v	121v	208^	471^	600	71v	205^	237^	309^	363^	LT	LT	LT	LT
11.30 - 12.00				B	4.3	13	376	1186	533	138	567	81	114	144	182	409	596	99	217	243	260	338	LT	LT	21	LT			
12.00 - 12.30				A	4.9	16	428	1169	634^	LT	634^	45v	59v	143v	352^	491^	544^	LT	100^	133v	296^	401^	LT	LT	LT	LT			
				A	5.7	17	498	1205	486^	83v	552^	64v	64v	98v	171^	454^	553	131v	233^	326^	318^	427^	LT	LT	LT	LT			
WILDFIRE																													
SAT.	8.30A	30	CBS CA	22	197	198	A	3.4	15	297	1215	155^	21v	269^	189^	219^	105v	53v	50v	95v	34v	74v	74v	61v	21v	61v	44v	790	512
				B	3.1	15	271	1564	290	83	337	168	226	207	105	101	170	59	114	92	78	53	105	51	952	556			
WOMEN'S KEMPER OPEN-SAT(S)																													
1 SAT.	4.35P	85	NBC SE	163			A	3.5	8	306	1850	539^	372^	676^	134v	326^	244^	298^	298^	1108	478^	800^	552^	518^	308^	66v	LT	LT	LT

4.30 - 5.00		A	3.0	8	262	1653	501^272v	581^80v	237v198v	221v303^	1072	411^	811^644^	523^261v	LT	LT	LT	LT
5.00 - 5.30		A	3.6	9	315	1857	540^375^	660^119v	324^262^	325^279^	1103	441^	779^539^	563^324^	94v	LT	LT	LT
5.30 - 6.00		A	3.9	9	341	1915	548^422^	726^179v	376^249^	304^298^	1108	542^	794^490^	459^314^	81v	LT	LT	LT
WOMEN'S KEMPER OPEN-SUN(S)	192	A	4.7	11	411	1328	437^44v	449^27v	87v158v	290^267^	796	327^	424^384^	348^360^	LT	LT	83v	29v
1 SUN. 4.00P 158 NBC SE	96																	
4.00 - 4.30		A	4.0	10	350	1460	530^69v	530^28v	88v218^	374^284^	821	415^	478^425^	301^343^	LT	LT	109v	40v
4.30 - 5.00		A	4.2	10	367	1343	370^28v	370^27v	65v141v	253^202^	892	471^	534^463^	323^358^	LT	LT	81v	LT
5.00 - 5.30		A	4.1	10	358	1196	358^14v	358^30v	30v90v	230^238^	757^321^	410^380^	357^347^	LT	LT	81v	LT	
5.30 - 6.00		A	5.0	11	437	1318	455^26v	455^35v	76v125v	287^295^	792	351^	423^366^	295^369^	LT	LT	71v	LT
6.00 - 6.30		A	5.8	12	507	1270	444^73v	489^16v	141^189^	306^284^	693	158^	301^288^	389^364^	LT	LT	88v	88v
6.30 - 7.00		A	7.0	14	612	1333	46959v	50238v	147^215^	269^287^	831	213^	377^418^	456381^	LT	LT	LT	LT
MUZZLES	21	A	2.5	14	219	1466	166vLT	188^102v	147v69v	86v41v	197^82v	141v141v	82v56v	22v22v	1059	690		
SAT. 8.00A 30 ABC CA	98 98	B	2.3	14	201	1584	333156	377203	271215	11998	233110	157131	6576	5435	920	538		

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. FEB. 23, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		18,350 21.0				18,700 21.4													
ABC TV		MACGYVER				ABC MONDAY NIGHT MOVIE LOVE AMONG THIEVES (SD)													
AVERAGE AUDIENCE (Households (000) & %)		13,810				11,540													
SHARE OF AUDIENCE %		15.8 15.4* 16.1* 13.2				13.8* 13.2* 13.2* 13.2*													
AVG. AUD. BY ¼ HR.		23 22* 23* 21				20* 20* 20* 20*													
TOTAL AUDIENCE (Households (000) & %)		19,050 21.8				17,740 20.3				19,140 21.9				15,470 17.7					
CBS TV		KATE & ALLIE				MY SISTER SAM (SD)				NEWHART				CAVANAUGHS (SD)					
AVERAGE AUDIENCE (Households (000) & %)		16,610				16,080				16,870				13,810					
SHARE OF AUDIENCE %		19.0 18.4 19.3 15.8				18.4 18.2 19.0 15.7				15.8 15.7 12.6 12.8*				11,010					
AVG. AUD. BY ¼ HR.		27 27 28 24				27 28 24 21				24 21 21* 21*				12.8*					
TOTAL AUDIENCE (Households (000) & %)		22,200 25.4				25,080 28.7													
NBC TV		BOB HOPE'S TAHITI				MBC MONDAY NIGHT MOVIES PERRY MASON: THE CASE OF THE LOST LOVE													
AVERAGE AUDIENCE (Households (000) & %)		16,520				18,620													
SHARE OF AUDIENCE %		18.9 18.5* 19.4* 21.3				20.4* 21.3* 22.1* 21.2*													
AVG. AUD. BY ¼ HR.		27 27* 28* 33				30* 32* 36* 36*													
TOTAL AUDIENCE (Households (000) & %)		17,830 20.4				17,310 19.8													
ABC TV		MACGYVER				ABC MONDAY NIGHT MOVIE THE BETTY FORD STORY (SD)													
AVERAGE AUDIENCE (Households (000) & %)		13,200				12,150													
SHARE OF AUDIENCE %		15.1 14.6* 15.5* 13.9				14.1* 14.1* 14.1* 13.8*													
AVG. AUD. BY ¼ HR.		22 21* 22* 20				20* 20* 20* 20*													
TOTAL AUDIENCE (Households (000) & %)		20,100 23.0				19,230 22.0				25,000 28.6									
CBS TV		KATE & ALLIE				MY SISTER SAM (SUS-SD)				I'LL TAKE MANHATTAN, PT. 2 (SD)									
AVERAGE AUDIENCE (Households (000) & %)		17,040				17,480				18,620									
SHARE OF AUDIENCE %		19.5 20.0 19.6 20.3				21.3 21.1* 21.6* 21.7*				21.1* 21.4 21.7 21.6									
AVG. AUD. BY ¼ HR.		28 29 31 30*				30* 30* 31* 32*				30* 30* 31* 32*									
TOTAL AUDIENCE (Households (000) & %)		17,920 20.5				31,030 35.5													
NBC TV		ALF				NBC MONDAY NIGHT MOVIES THE KARATE KID													
AVERAGE AUDIENCE (Households (000) & %)		15,990				19,750													
SHARE OF AUDIENCE %		18.3 22.6 17.7* 22.9*				24.1* 24.4* 23.9*													
AVG. AUD. BY ¼ HR.		27 32 25* 32*				34* 35* 36*													

TV HOUSEHOLDS USING TV	WK. 1	63.1	64.6	65.9	67.4	68.9	69.4	69.2	69.2	69.0	68.9	67.6	66.3	62.8	61.4	59.5	56.9
(See Def. 1)	WK. 2	59.9	62.1	64.8	66.6	68.2	69.8	69.5	70.4	71.7	71.8	71.2	71.2	69.9	68.5	67.2	64.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. MON. MAR. 2, 1987



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. FEB.24, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{		20,450 23.4		20,450 23.4		20,540 23.5		11,190 12.8			
ABC TV		{		WHO'S THE BOSS?		GROWING PAINS		MOONLIGHTING (RX50)		JACK & MIKE			
AVERAGE AUDIENCE (Households (000) & %)		{		18,090 20.7		18,620 21.3		15,470 17.7		7,690 8.8			
SHARE OF AUDIENCE %		{		29		29		25		24 *		14	
AVG. AUD. BY ¼ HR.		{		20.0		21.3		21.2		18.2		16.5	
TOTAL AUDIENCE (Households (000) & %)		{		33,560 38.4									
CBS TV		{						GRAMMY AWARDS (8:00-11:24PM) (SD)(-OP)					
AVERAGE AUDIENCE (Households (000) & %)		{		15,990 18.3		15.2*		16.8*		20.3*		20.4*	
SHARE OF AUDIENCE %		{		27		21 *		23 *		28 *		29 *	
AVG. AUD. BY ¼ HR.		{		14.5		15.9		16.8		20.1		20.6	
TOTAL AUDIENCE (Households (000) & %)		{		22,290 25.5				26,220 30.0					
NBC TV		{				MATLOCK				MOVIE OF THE WEEK-TUE PLACES IN THE HEART (9:00-11:17PM)(-OP)			
AVERAGE AUDIENCE (Households (000) & %)		{		19,230 22.0		21.6*		22.5*		20.2		19.4*	
SHARE OF AUDIENCE %		{		31		30 *		31 *		31		27 *	
AVG. AUD. BY ¼ HR.		{		21.5		21.8		22.4		22.5		19.5	
TOTAL AUDIENCE (Households (000) & %)		{		23,950 27.4		22,990 26.3		22,720 26.0		13,720 15.7			
ABC TV		{		WHO'S THE BOSS?		GROWING PAINS		MOONLIGHTING (SD)		JACK & MIKE			
AVERAGE AUDIENCE (Households (000) & %)		{		21,590 24.7		21,500 24.6		18,620 21.3		10,400 11.9		12.4*	
SHARE OF AUDIENCE %		{		37		36		31		30 *		19	
AVG. AUD. BY ¼ HR.		{		23.6		25.7		24.5		24.6		21.8	
TOTAL AUDIENCE (Households (000) & %)		{		10,400 11.9				24,820 28.4					
CBS TV		{				SPIES (SD)				I'LL TAKE MANHATTAN, PT 3 (SD)			
AVERAGE AUDIENCE (Households (000) & %)		{		7,250 8.3		8.3*		8.3*		18,700 21.4		18.1*	
SHARE OF AUDIENCE %		{		12		12 *		12 *		33		26 *	
AVG. AUD. BY ¼ HR.		{		8.7		7.8		7.7		8.9		17.3	
TOTAL AUDIENCE (Households (000) & %)		{		21,410 24.5				16,780 19.2		15,030 17.2			
NBC TV		{				MATLOCK				HUNTER SPECIAL		HILL STREET BLUES	
AVERAGE AUDIENCE (Households (000) & %)		{		17,740 20.3		19.7*		20.8*		13,810 15.8		15.7*	
SHARE OF AUDIENCE %		{		30		30 *		30 *		23		23 *	
AVG. AUD. BY ¼ HR.		{		19.4		20.1		21.0		20.5		15.4	

TV HOUSEHOLDS USING TV WK 1	62.7	61.1	60.7	61.1	61.9	71.9	72.6	73.2	72.2	72.5	71.9	70.4	67.1	64.7	62.5	60.3
(See Def. 1) WK 2	57.8	60.1	60.1	61.1	57.8	67.3	67.9	69.0	68.2	69.2	69.6	68.9	64.6	62.2	60.2	57.8

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.TUE. MAR.3, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. FEB.25, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				17,130 19.6	18,180 20.8		18,530 21.2		{				21,330 24.4	{		
	ABC TV					PERFECT STRANGERS (SD)		HEAD OF THE CLASS (SD)		DYNASTY (SD)				BARBARA WALTERS SPECIAL				
	AVERAGE AUDIENCE (Households (000) & %)	{				15,030 17.2	15,910 18.2		14,770 16.9		16.3*	17.5* 26 *		16,340 18.7	18.9* 30 *	18.6* 31 *		
	SHARE OF AUDIENCE %	{				26	27		25		24 *	26 *		30	30 *	31 *		
W E E K 2	AVG. AUD. BY ¼ HR. %	{				16.5	17.8	17.8	18.5	16.3	16.3	17.3	17.7	18.7	19.0	18.8	18.5	
	TOTAL AUDIENCE (Households (000) & %)	{				12,940 14.8	MIKE HAMMER (SUS-SD)		22,110 25.3		MAGNUM, P.I. (SD)		18,790 21.5		EQUALIZER			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{				10,050 11.5	11.1*	11.8* 17 *		18,000 20.6	20.0*	21.2* 31 *		16,170 18.5	18.5* 29 *	18.4* 31 *		
W E E K 1	SHARE OF AUDIENCE %	{				17	17 *	17 *		30	29 *	31 *		30	29 *	31 *		
	AVG. AUD. BY ¼ HR. %	{				11.2	11.0	11.5	12.1	19.6	20.5	21.7	20.7	18.4	18.5	19.1	17.8	
	TOTAL AUDIENCE (Households (000) & %)	{				19,140 21.9	HIGHWAY TO HEAVEN		13,550 15.5		11,800 13.5		14,070 16.1		ST. ELSEWHERE			
	NBC TV																	
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)	{				15,820 18.1	17.4*	18.9* 28 *		12,150 13.9	10,230 11.7		10,930 12.5		12.5*	12.4* 21 *		
	SHARE OF AUDIENCE %	{				27	26 *	28 *		20	17		20		20 *	21 *		
	AVG. AUD. BY ¼ HR. %	{				16.8	18.0	18.7	19.1	14.0	13.9	11.7	11.8	12.8	12.2	12.3	12.6	
	(Households (000) & %)	{				17,130 19.6	18,180 20.8		18,530 21.2		{				21,330 24.4	{		
W E E K 2	ABC TV					PERFECT STRANGERS (SD)		HARRY (SD)		PRES. REAGAN'S/ ANALYSIS (SUS)		DYNASTY (SUS-SD)		HOTEL (10:30-11:30PM) (-OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{				14,770 16.9	13,720 15.7				11,970 13.7	13.6*		13.9* 21 *		8,830 10.1	10.6* 17 *	
	SHARE OF AUDIENCE %	{				26	23	25.3			21	20 *	21 *		17	17 *	10.6	
	AVG. AUD. BY ¼ HR. %	{				16.3	17.6	15.3	16.1		13.2	13.9	14.1	13.6	10.6	10.6	10.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				16,170 18.5	MIKE HAMMER (SUS-SD)		18,610 19.0		27,440 31.4		REAGAN POWER ANALYSIS (9:12-9:30PM) (SUS-OP)		I'LL TAKE MANHATTAN, PT. 4 (9:30-11:30PM) (SD)(-OP)			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{				11,450 13.1	12.1*	14.1* 21 *		15,030 17.2	19,670 22.5		20.6*	22.3* 34 *		23.4* 38 *		
	SHARE OF AUDIENCE %	{				20	19 *	21 *		25	36	31 *	34 *		38 *			
W E E K 2	AVG. AUD. BY ¼ HR. %	{				12.1	12.1	13.4	14.7	17.3	17.1	19.8	21.4	22.4	22.2	23.2	23.7	
	TOTAL AUDIENCE (Households (000) & %)	{				19,670 22.5	HIGHWAY TO HEAVEN		14,950 17.1		NBC NEWS ANALYSIS (9:13-10:00PM) (SUS)(SUS-OP)		ST. ELSEWHERE					
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{				15,640 17.9	16.7*	19.1* 28 *				11,620 13.3	12.9*	13.6* 23 *				
TV HOUSEHOLDS USING TV	SHARE OF AUDIENCE %	{				27	26 *	28 *				21	20 *	23 *				
	AVG. AUD. BY ¼ HR. %	{				15.9	17.5	19.1	19.2			12.6	13.2	13.8	13.4			
	WK. 1	61.4	62.7	63.9	64.5	65.2	66.5	67.1	67.8	67.6	68.2	67.8	67.0	64.1	62.4	61.3	58.8	
	WK. 2	57.6	59.0	60.6	62.2	63.5	65.7	66.8	68.5	69.0	68.8	66.7	66.2	64.5	63.1	61.2	59.6	

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.WED. MAR.4, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. FEB.26, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	9,180 10.5				14,330 16.4				19,930 22.8								
	ABC TV	OUR WORLD				COLBYS (SD)				20/20								
	AVERAGE AUDIENCE (Households (000) & %)	5,510 6.3				10,490 12.0				13,110 15.0								
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	9 7.0				18 11.0				25 15.6								
W E K 2	TOTAL AUDIENCE (Households (000) & %)	9,790 11.2				15,300 17.5				13,110 15.0								
	CBS TV	CBS NEWS SPECIAL TOWER COMMISSION FINDINGS (SD)				SIMON & SIMON (SD)				NEIL DIAMOND...HELLO AGAIN (R)								
	AVERAGE AUDIENCE (Households (000) & %)	6,640 7.6				10,930 12.5				8,300 9.5								
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	11 7.7				18 10.9				16 9.3								
W E K 3	TOTAL AUDIENCE (Households (000) & %)	35,830 41.0				34,790 39.8				26,660 30.5				26,920 30.8				
	NBC TV	BILL COSBY SHOW				FAMILY TIES				CHEERS				L.A. LAW				
	AVERAGE AUDIENCE (Households (000) & %)	32,250 36.9				31,380 35.9				24,470 28.0				19,320 22.1				
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	54 35.2				52 38.7				40 28.2				34 21.6				
W E K 4	TOTAL AUDIENCE (Households (000) & %)	8,740 10.0				12,060 13.8				16,430 18.8								
	ABC TV	OUR WORLD				COLBYS (SD)				20/20								
	AVERAGE AUDIENCE (Households (000) & %)	5,330 6.1				9,610 11.0				11,710 13.4								
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	9 6.6				16 10.0				23 13.9								
W E K 5	TOTAL AUDIENCE (Households (000) & %)	11,970 13.7				15,560 17.8				18,270 20.9								
	CBS TV	WIZARD (SD)				SIMON & SIMON (SD)				KNOTS LANDING								
	AVERAGE AUDIENCE (Households (000) & %)	8,740 10.0				12,060 13.8				15,300 17.5								
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	15 8.9				20 12.9				29 16.9								
W E K 6	TOTAL AUDIENCE (Households (000) & %)	33,650 38.5				33,040 37.8				28,410 32.5				24,650 28.2				
	NBC TV	BILL COSBY SHOW (R)				FAMILY TIES				CHEERS				NIGHT COURT (R)				
	AVERAGE AUDIENCE (Households (000) & %)	30,070 34.4				30,420 34.8				25,870 29.6				22,640 25.9				
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	52 32.8				51 36.0				43 30.0				39 26.5				
TV HOUSEHOLDS USING TV		WK. 1	60.3	62.0	62.0	63.7	67.6	69.1	68.8	70.2	69.0	69.5	66.8	66.4	65.5	63.6	58.3	54.0
(See Def. 1)		WK. 2	56.7	58.2	58.9	61.3	64.8	66.8	67.4	68.6	68.2	68.4	67.0	66.0	62.1	60.6	58.5	56.3

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.THU. MAR.5, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. FEB.27, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					15,380 17.6		15,560 17.8		17,480 20.0								
	ABC TV					WEBSTER		MR. BELVEDERE (SD)					LOVE BOAT SPECIAL (SD)					
	AVERAGE AUDIENCE (Households (000) & %)					13,630 15.6		13,810 15.8		10,930 12.5	11.8*		11.7*			13.3*	13.1*	
	SHARE OF AUDIENCE					25		25		20	18 *		18 *			22 *	23 *	
	AVG. AUD. BY ¼ HR.					15.0	16.2	15.5	16.0	12.0	11.7	11.4	12.0	13.2	13.4	13.2	12.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					15,380 17.6				20,010 22.9				18,350 21.0				
	CBS TV							SCARECROW & MRS. KING (SUS-SD)				DALLAS (SD)				FALCON CREST		
	AVERAGE AUDIENCE (Households (000) & %)					11,710 13.4	13.1*		13.7*	17,130 19.6	19.2*		20.1*	15,210 17.4	17.6*		17.2*	
	SHARE OF AUDIENCE					22	21 *		22 *	30	30 *		31 *	29	29 *		30 *	
	AVG. AUD. BY ¼ HR.					12.9	13.4	13.4	13.9	18.7	19.6	19.9	20.2	17.7	17.5	17.3	17.1	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					14,420 16.5				18,440 21.1				15,820 18.1				
	NBC TV							STINGRAY				MIAMI VICE				CRIME STORY		
	AVERAGE AUDIENCE (Households (000) & %)					10,930 12.5	12.1*		12.8*	15,030 17.2	16.8*		17.7*	12,150 13.9	14.4*		13.4*	
	SHARE OF AUDIENCE					20	20 *		20 *	27	26 *		27 *	23	24 *		23 *	
	AVG. AUD. BY ¼ HR.					12.2	12.1	12.7	13.0	16.3	17.3	17.5	17.8	14.9	13.8	13.3	13.5	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					13,550 15.5		13,550 15.5		13,970 13.7				13,280 15.2				
	ABC TV					WEBSTER (R)		MR. BELVEDERE (SD)					HOME (SD)			STARMAN (R)		
	AVERAGE AUDIENCE (Households (000) & %)					11,890 13.6		12,240 14.0		9,090 10.4	10.8*		10.0*	9,960 11.4	11.3*		11.4*	
	SHARE OF AUDIENCE					23		23		17	18 *		17 *	20	19 *		20 *	
	AVG. AUD. BY ¼ HR.					13.1	14.1	14.1	14.0	11.2	10.4	10.0	10.1	11.1	11.5	11.6	11.2	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					24,650 28.2								18,440 21.1				
	CBS TV															FALCON CREST		
	AVERAGE AUDIENCE (Households (000) & %)					14,860 17.0	15.0*		16.8*		17.9*		18.3*	14,950 17.1	17.6*		16.6*	
	SHARE OF AUDIENCE					28	26 *		28 *		30 *		30 *	30	30 *		30 *	
	AVG. AUD. BY ¼ HR.					14.8	15.3	16.4	17.2	18.0	17.8	18.4	18.2	17.8	17.6	17.1	16.2	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					14,250 16.3				17,650 20.2				14,510 16.6				
	NBC TV							STINGRAY				MIAMI VICE (R)				CRIME STORY		
	AVERAGE AUDIENCE (Households (000) & %)					10,660 12.2	11.9*		12.5*	13,810 15.8	15.6*		15.9*	11,710 13.4	13.5*		13.3*	
	SHARE OF AUDIENCE					21	20 *		21 *	26	26 *		26 *	23	23 *		24 *	
	AVG. AUD. BY ¼ HR.					11.6	12.2	12.4	12.6	15.1	16.1	16.0	15.9	13.4	13.6	13.3	13.4	
TV HOUSEHOLDS USING TV		WK. 1	57.3	58.7	59.4	60.5	61.0	62.0	62.4	63.3	64.1	64.8	64.9	64.7	61.3	60.0	58.6	56.8
(See Def. 1)		WK. 2	51.8	52.8	54.1	56.4	58.3	58.5	59.9	60.6	59.9	60.3	60.2	60.1	59.0	57.9	56.6	54.8

U.S. TV Households: 87,480,000

For explanation of symbols, See page A.

EVE.FRI. MAR.6, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.28, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		{		10,580 12.1	{		8,910 10.2	{		13,200 15.1	{					
	ABC TV	{		{		SIDEKICKS	{		SLEDGE HAMMER (R)(SD)	{		ABC MOVIE SPECIAL-SAT SLPENG IRL (SD)						
	AVERAGE AUDIENCE (Households (000) & %)	{		{		9,260 10.6	{		7,950 9.1	{		7,430 8.5	7.7*	8.5*	9.1*	8.9*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		18 10.7	{		15 10.5	{		15 7.6	13* 7.8	14* 8.5	16* 8.9	16* 9.2	16* 9.3	16* 8.5
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		{		11,190 12.8	{		{		16,170 18.5	{						
	CBS TV	{		{		OUTLAWS (SD)		{		CBS SATURDAY MOVIE PALS (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{		{		8,570 9.8	9.8*	9.8*	9.8*	9.700 11.1	9.8*	11.0*	11.5*	11.9*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		17 10.0	17* 9.6	17* 9.9	17* 9.7	19 9.6	16* 10.1	19* 11.2	20* 10.9	20* 11.6	22* 11.4	22* 11.9	22* 11.8	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{		{		18,090 20.7	{		19,490 22.3	{		24,380 27.9	19,400 22.2	19,140 21.9	{			
	NBC TV	{		{		FACTS OF LIFE	{		227	{		GOLDEN GIRLS	AMEN	HUNTER				
	AVERAGE AUDIENCE (Households (000) & %)	{		{		15,990 18.3	{		17,740 20.3	{		22,640 25.9	17,740 20.3	15,560 17.8	17.9*	17.6*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		31 17.5	34 19.2	34 19.7	34 21.0	43 25.5	34 26.2	34 20.5	32 20.1	32 18.0	32* 17.8	32* 17.6	32* 17.7	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{		{		9,530 10.9	{		8,570 9.8	{		12,760 14.6	{		11,800 13.5	{		
	ABC TV	{		{		SIDEKICKS	{		SLEDGE HAMMER (R)(SD)	{		OHARA (SD)		SPENSER: FOR HIRE				
	AVERAGE AUDIENCE (Households (000) & %)	{		{		8,130 9.3	{		7,520 8.6	{		9,530 10.9	10.3*	9,610 11.0	11.0*	11.0*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		16 9.0	15 9.7	15 8.4	15 8.7	19 10.1	17* 10.5	20* 11.3	20* 11.5	20* 10.7	20* 11.4	20* 11.3	20* 10.6	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{		{		12,760 14.6	{		{		14,250 16.3	{						
	CBS TV	{		{		OUTLAWS (SD)		{		CBS SATURDAY MOVIE PASSIONS (R)(SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{		{		9,350 10.7	10.3*	11.1*	11.1*	8,910 10.2	8.3*	9.9*	10.9*	11.5*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		19 10.0	18* 10.6	19* 11.2	19* 11.1	18 8.5	14* 8.2	17* 9.9	20* 10.0	20* 10.8	21* 11.0	21* 11.4	21* 11.5	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{		{		15,640 17.9	{		17,830 20.4	{		23,160 26.5	16,870 19.3	16,610 19.0	{			
	NBC TV	{		{		FACTS OF LIFE	{		227	{		GOLDEN GIRLS (R)	AMEN	HUNTER (R)				
	AVERAGE AUDIENCE (Households (000) & %)	{		{		13,900 15.9	{		15,730 18.0	{		20,630 23.6	15,820 18.1	13,280 15.2	15.3*	15.2*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		28 14.9	31 16.9	31 17.2	31 18.7	40 23.1	31 24.0	31 18.3	27* 17.9	28 15.2	27* 15.3	28* 15.4	28* 15.0	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	53.2	53.3	54.8	56.6	58.4	58.6	59.0	59.4	60.2	60.8	59.6	58.7	56.6	55.7	55.9	54.7
		WK. 2	50.5	52.3	53.8	54.8	56.2	57.3	58.0	59.1	59.5	59.4	58.0	57.6	55.9	55.7	55.1	54.1

TV HOUSEHOLDS USING TV	WK. 1	53.2	53.3	54.8	56.6	58.4	58.6	59.0	59.4	60.2	60.8	59.6	58.7	56.6	55.7	55.9	54.7
(See Def. 1)	WK. 2	50.5	52.3	53.8	54.8	56.2	57.3	58.0	59.1	59.5	59.4	58.0	57.6	55.9	55.7	55.1	54.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. MAR.7, 1987



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.28, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 2,010  
(Households (000) & %) { 2.3  
ABC WEEKEND  
REPORT-SAT.

## ABC TV

AVERAGE AUDIENCE { 2,010  
(Households (000) & %) { 2.3  
SHARE OF AUDIENCE % 6  
AVG. AUD. BY ¼ HR. % 2.3

W

TOTAL AUDIENCE {  
(Households (000) & %) {

E

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE { 13,810  
(Households (000) & %) { 15.8

## NBC TV

AVERAGE AUDIENCE { 7,780  
(Households (000) & %) {  
SHARE OF AUDIENCE % 8.9 10.0\* 8.6\* 7.7\*  
AVG. AUD. BY ¼ HR. % 25 25\* 25\* 26\*  
10.6 9.4 9.0 8.3 7.8 7.1

TOTAL AUDIENCE {  
(Households (000) & %) {

## ABC TV

AVERAGE AUDIENCE { 2,010  
(Households (000) & %) { 2.3  
SHARE OF AUDIENCE % 6  
AVG. AUD. BY ¼ HR. % 2.3

W

TOTAL AUDIENCE {  
(Households (000) & %) {

E

## CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %) {  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE { 11,710  
(Households (000) & %) { 13.4

## NBC TV

AVERAGE AUDIENCE { 5,770  
(Households (000) & %) { 6.6 8.2\* 6.0\* 4.9\*  
SHARE OF AUDIENCE % 20 21\* 20\* 18\*  
AVG. AUD. BY ¼ HR. % 8.7 7.7 6.5 5.6 5.1 4.4

TV HOUSEHOLDS USING TV WK. 1	50.0	46.0	41.2	38.0	35.5	32.6	29.8	27.8	24.5	22.2	18.9	16.9	14.2	12.5	10.4	9.8
(See Def. 1) WK. 2	49.6	45.4	40.1	36.4	31.6	29.0	27.0	25.0	22.0	19.8	17.3	16.0	14.2	12.9	11.2	10.0

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. MAR.7, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.1, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	12,500 14.3				18,270 20.9											
	ABC TV		DISNEY SUNDAY MOVIE DISNEY GOES TO THE ACADEMY AWARDS (R)				ABC SUNDAY NIGHT MOVIE CASANOVA (SD)											
	AVERAGE AUDIENCE (Households (000) & %)	{	8,300 9.5				9,000 10.3											
	SHARE OF AUDIENCE %	{	15	9.2*		9.7*	15	10.9*		9.7*		10.4*		10.7*		10.2*		9.9*
W E E K 2	AVG. AUD. BY ¼ HR.	{	9.6	8.9	9.2	10.2	11.7	10.2	10.0	9.5	10.2	10.6	10.7	10.8	10.3	10.1	10.2	9.6
	TOTAL AUDIENCE (Households (000) & %)	{	28,230 32.3				31,200 35.7				31,900 36.5							
	CBS TV		60 MINUTES				MURDER, SHE WROTE (SD)				I'LL TAKE MANHATTAN, PT. 1 (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	22,810 26.1	24.9*		27.4*	30.7	29.7*		31.8*	26.4	27.9*		27.1*		25.9*		24.6*
W E E K 3	SHARE OF AUDIENCE %	{	40	40 *		41 *	44	43 *		45 *	40	40 *		39 *		40 *		40 *
	AVG. AUD. BY ¼ HR.	{	23.3	26.5	27.3	27.5	29.1	30.2	31.7	31.8	27.6	28.2	27.4	26.9	26.3	25.5	25.3	23.9
	TOTAL AUDIENCE (Households (000) & %)	{	14,510 16.6				14,600 16.7		14,330 16.4		24,560 28.1							
	NBC TV		OUR HOUSE				EASY STREET				NBC SUNDAY NIGHT MOVIE THE DIRTY DOZEN: THE DEADLY MISSION							
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{	11,620 13.3	12.1*		14.5*	12,410 14.2		12,760 14.6		16,170 18.5			18.5*		19.0*		18.1*
	SHARE OF AUDIENCE %	{	21	19 *		22 *	20		20		28	18.5*		27 *		29 *		29 *
	AVG. AUD. BY ¼ HR.	{	11.2	13.1	14.0	15.0	13.8	14.6	14.0	15.2	18.4	18.7	18.6	18.5	19.1	18.8	18.5	17.7
	TOTAL AUDIENCE (Households (000) & %)	{	19,400 22.2								20,360 23.3							
W E E K 5	ABC TV		DISNEY SUNDAY MOVIE BIGFOOT (SD)				ABC SUNDAY NIGHT MOVIE MOONRAKER (8:00-11:37PM) (R)(SD)											
	AVERAGE AUDIENCE (Households (000) & %)	{	12,410 14.2	11.5*		13.6*		15.8*		15.7*	10,140 11.6	12.1*		12.2*		11.8*		11.2*
	SHARE OF AUDIENCE %	{	22	19 *		21 *		24 *		23 *	19	18 *		16 *		18 *		18 *
	AVG. AUD. BY ¼ HR.	{	10.7	12.4	13.3	14.0	15.6	16.0	15.9	15.4	12.2	12.1	12.3	12.1	11.7	11.9	11.2	11.2
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	25,870 29.6				26,390 30.2				21,760 24.9							
	CBS TV		60 MINUTES				MURDER, SHE WROTE (R)(SD)				CBS SUNDAY MOVIE DEADLY DECEPTION (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	20,710 23.7	22.8*		24.7*	21,760 24.9	24.2*		25.7*	16,780 19.2	18.9*		18.7*		19.3*		20.0*
	SHARE OF AUDIENCE %	{	38	38 *		39 *	37	37 *		38 *	30	28 *		28 *		30 *		32 *
W E E K 7	AVG. AUD. BY ¼ HR.	{	21.8	23.8	24.6	24.8	24.0	24.4	25.5	25.8	19.2	18.5	18.7	18.6	19.3	19.4	20.2	19.8
	TOTAL AUDIENCE (Households (000) & %)	{	14,680 16.8				13,460 15.4				25,080 28.7							
	NBC TV		OUR HOUSE (R)				A TEAM SPECIAL				NBC SUNDAY NIGHT MOVIE THE ABDUCTION OF KARL SWENSON							
	AVERAGE AUDIENCE (Households (000) & %)	{	10,490 12.0	11.2*		12.9*	10,230 11.7	11.4*		12.0*	18,700 21.4	20.1*		21.5*		22.4*		21.8*
W E E K 8	SHARE OF AUDIENCE %	{	19	19 *		20 *	17	17 *		18 *	33	30 *		32 *		35 *		35 *
	AVG. AUD. BY ¼ HR.	{	10.8	11.6	12.4	13.3	11.3	11.5	11.6	12.4	19.5	20.7	21.3	21.7	22.4	22.4	22.3	21.2
	TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 61.4	63.5	65.4	67.7	69.4	69.9	71.1	71.6	70.9	70.4	69.4	68.4	66.5	64.2	63.2	60.5
			WK. 2 58.9	61.3	62.9	64.1	65.6	66.5	68.0	68.8	66.8	66.7	67.1	65.8	64.9	64.2	63.4	60.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. MAR.8, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 2,010  
(Households (000) & %) { 2.3  
ABC TV ABC WEEKEND  
REPORT-SUN.

AVERAGE AUDIENCE { 2,010  
(Households (000) & %) { 2.3  
SHARE OF AUDIENCE % 8  
AVG. AUD. BY % HR. % 2.3

W

TOTAL AUDIENCE { 4,110  
(Households (000) & %) { 4.7  
CBS TV CBS SUNDAY

E

E

K

1

TOTAL AUDIENCE { 2,010  
(Households (000) & %) { 2.3  
NBC TV G MICHAELS  
SPORTS MACHINE  
(11:30-11:45PM)  
(SUSTAINING 11:45-12:00AM)  
AVERAGE AUDIENCE { 2,100  
(Households (000) & %) { 2.4  
SHARE OF AUDIENCE % 8  
AVG. AUD. BY % HR. % 2.4

TOTAL AUDIENCE { 2,100  
(Households (000) & %) { 2.4

ABC TV ABC SUNDAY NIGHT  
MOVIE  
MOONRAKER  
(9:00-11:37PM)(R) ABC WEEKEND  
REPORT-SUN  
(12:13-12:28AM)  
AVERAGE AUDIENCE { 2,010  
(Households (000) & %) { 2.3  
SHARE OF AUDIENCE % 10.8\* 11.8\*  
AVG. AUD. BY % HR. % 23\* 34\*  
11.1 10.5 11.8 2.3 2.3

W

TOTAL AUDIENCE { 4,980  
(Households (000) & %) { 5.7

E

E

K

2

CBS TV NEWS-OSGOOD

AVERAGE AUDIENCE { 4,720  
(Households (000) & %) { 5.4  
SHARE OF AUDIENCE % 11  
AVG. AUD. BY % HR. % 5.4

TOTAL AUDIENCE { 1,220  
(Households (000) & %) { 1.4  
NBC TV G MICHAELS  
SPORTS MACHINE  
(11:30-11:45PM)  
(SUSTAINING 11:45-12:00AM)  
AVERAGE AUDIENCE { 1,140  
(Households (000) & %) { 1.3  
SHARE OF AUDIENCE % 4  
AVG. AUD. BY % HR. % 1.3

TV HOUSEHOLDS USING TV WK. 1	49.2	42.4	33.9	30.1	25.8	23.2	20.2	18.2	16.2	14.2	12.3	10.9	9.8	8.8	8.4	7.8
(See Def. 1) WK. 2	50.4	42.9	35.2	30.6	26.4	23.4	20.8	18.5	16.4	15.0	12.8	11.2	9.8	8.5	7.6	7.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.23-27, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			5,240 6.0				5,240 6.0									
	ABC TV				← GOOD MORNING, AMERICA-730 (CO-OP) →	(PARTICIPATING)			← GOOD MORNING, AMERICA-830 (CO-OP) →	(PARTICIPATING)								
	AVERAGE AUDIENCE (Households (000) & %)	{			4,110 4.7				4,280 4.9									
	SHARE OF AUDIENCE %	{			22				21									
W E E K 2	AVG. AUD. BY ¼ HR. %	{			4.7	4.8			4.9	4.8								
	TOTAL AUDIENCE (Households (000) & %)	{	3,150 3.6		5,070 5.8										4,460 5.1		4,630 5.3	
	CBS TV				CBS MORNING NEWS-7:00AM				MORNING PROGRAM						\$25,000 PYRAMID		NEW CARD SHARKS	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,360 2.7		2,360 2.7	2.8*			2.6*						3,760 4.3		3,930 4.5	
W E E K 3	SHARE OF AUDIENCE %	{	14		12	13 *			11 *						17		18	
	AVG. AUD. BY ¼ HR. %	{	2.5	2.9	2.7	2.9	2.7	2.6	2.6	2.7					4.2	4.5	4.4	4.6
	TOTAL AUDIENCE (Households (000) & %)	{			6,290 7.2				6,290 7.2						3,760 4.9		3,150 3.6	
	NBC TV				← TODAY SHOW-7:30AM (CO-OP) →	(PARTICIPATING)			← TODAY SHOW-8:30AM (CO-OP) →	(PARTICIPATING)					SALE OF THE CENTURY		BLOCKBUSTERS	
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{			4,980 5.7				5,160 5.9						3,230 3.7		2,710 3.1	
	SHARE OF AUDIENCE %	{			26				25						15		12	
	AVG. AUD. BY ¼ HR. %	{			5.7	5.6			5.9	5.9					3.7	3.7	3.0	3.2
	TOTAL AUDIENCE (Households (000) & %)	{			5,160 5.9				5,330 6.1									
W E E K 5	ABC TV				← GOOD MORNING, AMERICA-730 (CO-OP) →	(PARTICIPATING)			← GOOD MORNING, AMERICA-830 (CO-OP) →	(PARTICIPATING)								
	AVERAGE AUDIENCE (Households (000) & %)	{			4,110 4.7				4,280 4.9									
	SHARE OF AUDIENCE %	{			21				21									
	AVG. AUD. BY ¼ HR. %	{			4.6	4.7			4.9	4.9								
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	3,150 3.6		4,890 5.6										4,110 4.7		3,850 4.4	
	CBS TV				CBS MORNING NEWS-7:00AM				MORNING PROGRAM						\$25,000 PYRAMID		NEW CARD SHARKS	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,450 2.8		2,360 2.7	2.6*			2.6*						3,410 3.9		3,320 3.8	
	SHARE OF AUDIENCE %	{	14		12	12 *			11 *						16		16	
W E E K 7	AVG. AUD. BY ¼ HR. %	{	2.7	2.9	2.6	2.7	2.7	2.6	2.6	2.7					3.8	4.1	3.6	3.9
	TOTAL AUDIENCE (Households (000) & %)	{			6,470 7.4				5,860 6.7						3,850 4.4		2,970 3.4	
	NBC TV				← TODAY SHOW-7:30AM (CO-OP) →	(PARTICIPATING)			← TODAY SHOW-8:30AM (CO-OP) →	(PARTICIPATING)					SALE OF THE CENTURY		BLOCKBUSTERS	
	AVERAGE AUDIENCE (Households (000) & %)	{			5,160 5.9				4,890 5.6						3,230 3.7		2,710 3.1	
W E E K 8	SHARE OF AUDIENCE %	{			26				24						15		13	
	AVG. AUD. BY ¼ HR. %	{			6.0	5.7			5.7	5.4					3.6	3.8	3.0	3.1
	TV HOUSEHOLDS USING TV WK. 1		15.3	17.3	19.0	20.6	21.7	22.8	22.7	23.3	24.5	25.3	25.5	25.3	24.8	25.1	24.9	25.1
	(See Def. 1) WK. 2		15.1	17.3	19.1	20.5	21.4	22.0	22.0	22.5	23.6	24.5	24.8	24.6	23.7	23.7	23.0	23.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.2-6, 1987

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,530 2.9		2,270 2.6		2,970 3.4		4,020 4.6		8,300 9.5				8,130 9.3			
	ABC TV		FAME, FORTUNE AND ROMANCE (MTUWF)(SUS-OP)		WEBSTER M-F (MTUWF)(SUS-OP)		RYAN'S HOPE >(SUS-OP)		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,100 2.4		1,920 2.2		2,530 2.9		3,580 4.1		6,380 7.3				6,290 7.2			7.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		9 2.4		8 2.1		10 2.8		14 3.9		23 8.7		6.9* 22 *		7.6* 24 *		7.0* 23 *	25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,820 7.8		8,130 9.3				9,260 10.6				8,220 9.4				5,510 6.3	
	CBS TV		PRICE IS RIGHT 1 (MTUWF)(SUS-OP)		PRICE IS RIGHT 2 (MTUWF)(SD)(SUS-OP)		YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,940 6.8		7,170 8.2				7,170 8.2				6,640 7.6				5,070 5.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		27 6.6		31 7.9				28 8.0		28 * 8.1		8.3* 28 *		7.5* 24 *		7.6* 25 *	20
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	7,600 8.7		5,860 6.7		3,850 4.4		3,760 4.3		7,690 8.8				5,860 6.7			
	NBC TV		WHEEL OF FORTUNE (MTUWF)(SUS-OP)		SCRABBLE (MTUWF)(SUS-OP)		1010 >(SUS-OP)		WORDPLAY		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,470 7.4		5,070 5.8		3,580 4.1		3,320 3.8		6,120 7.0				4,460 5.1		5.2*	5.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		29 7.2		22 5.7		14 4.1		13 4.1		22 6.7		6.9* 22 *		7.2* 23 *		17 17 *	17 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	2,620 3.0		2,530 2.9		2,880 3.3		3,850 4.4		7,870 9.0				7,780 8.9			
	ABC TV		FAME, FORTUNE AND ROMANCE		WEBSTER M-F		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,100 2.4		2,190 2.5		2,360 2.7		3,410 3.9		6,030 6.9				6,030 6.9		6.6*	7.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		10 2.4		10 2.4		10 2.7		14 3.7		23 6.3		6.6* 22 *		7.1* 24 *		6.6* 23 *	26 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	5,770 6.6		7,250 8.3				9,260 10.6				7,780 8.9				5,330 6.1	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)		YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,980 5.7		6,210 7.1				7,170 8.2				6,210 7.1				4,810 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		25 5.5		29 6.8				30 8.1		30 * 8.1		8.3* 30 *		7.1* 24 *		7.1* 25 *	20
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	6,820 7.8		5,420 6.2		3,850 4.4		3,580 4.1		7,690 8.8				5,590 6.4			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		WORDPLAY		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,770 6.6		4,720 5.4		3,410 3.9		3,060 3.5		6,210 7.1				4,370 5.0		5.1*	5.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		28 6.3		22 5.3		14 3.8		13 4.0		24 6.8		6.9* 23 *		7.3* 25 *		18 18 *	18 *
TV HOUSEHOLDS USING TV WK. 1			25.4	26.0	26.2	27.5	29.2	29.9	29.7	30.2	31.0	31.3	30.9	31.0	30.2	30.3	29.4	30.2
(See Def. 1) WK. 2			23.3	23.7	24.2	25.5	27.1	28.1	27.9	28.2	28.6	29.6	29.0	28.6	27.4	27.8	27.5	28.3

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB.23-27, 1987

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 9,260 10.6		GENERAL HOSPITAL →										11,190 12.8 ABC WORLD NEWS TONIGHT	
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,250 8.3												9,610 11.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 26 8.0												19 10.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 7,520 8.6		GUIDING LIGHT (50)(SUS-60) →										12,940 14.8 CBS EVENING NEWS- RATHER	
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,940 6.8												11,100 12.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 21 6.7												22 12.6	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 5,420 6.2		SANTA BARBARA →										13,110 15.0 NBC NIGHTLY NEWS	
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,020 4.6												11,360 13.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 14 4.3												22 12.8	
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		{ 8,740 10.0		GENERAL HOSPITAL >(S)(50) → (S)(OP) →										10,400 11.9 ABC WORLD NEWS TONIGHT	
	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,900 7.9												8,830 10.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 27 7.8												18 9.9	
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		{ 6,900 7.9		GUIDING LIGHT >(SUS)(50)(SUS-60) → (S)(OP) →										11,890 13.6 CBS EVENING NEWS- RATHER	
	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,330 8.1												10,050 11.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 21 8.0												21 11.1	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		{ 4,980 5.7		SANTA BARBARA →										11,710 13.4 NBC NIGHTLY NEWS	
	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,670 4.2												10,140 11.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 14 4.0												22 11.5	

TV HOUSEHOLDS USING TV WK. 1	30.8	32.2	33.2	34.5	35.3	37.4	38.9	41.0	43.5	45.8	47.6	50.2	53.8	56.2	57.5	59.4
(See Def. 1) WK. 2	29.2	30.3	30.6	31.7	32.2	34.1	35.3	36.9	39.1	41.7	43.4	45.5	48.6	51.6	53.8	55.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.2-6, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB.28, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		{		2,530 2.9	{		3,320 3.8	{		4,460 5.1	{		5,070 5.8	{		5,510 6.3	{		4,890 5.6
	ABC TV	{		{		WUZZLES	{		CARE BEAR FAMILY	{		FLINTSTONE KIDS 1	{		FLINTSTONE KIDS 2	{		REAL GHOSTBUSTERS	{		POUND PUPPIES
	AVERAGE AUDIENCE (Households (000) & %)	{		{		2,010 2.3	{		2,710 3.1	{		3,500 4.0	{		4,460 5.1	{		4,540 5.2	{		4,110 4.7
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		13 2.4	{		14 2.2	{		15 3.7	{		18 5.1	{		17 5.2	{		14 4.6
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		{		3,410 3.9	{		3,670 4.2	{		7,340 8.4	{		6,820 7.8	{		6,640 7.6	{		
	CBS TV	{		{		BERENSTAIN BEARS (SUS-SD)	{		WILDFIRE (SUS-SD)	{		MUPPET BABIES		{		PEE WEE'S PLAYHOUSE	{		TEEN WOLF	{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		2,880 3.3	{		3,060 3.5	{		5,330 6.1	{		5,680 6.5	{		5,770 6.6	{		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		19 2.8	{		15 3.7	{		22 5.1	{		23 * 6.7	{		20 6.5	{		6.8
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{		{		4,280 4.9	{		5,940 6.8	{		5,770 6.6	{		5,510 6.3	{		6,560 7.5	{		7,520 8.6
	NBC TV	{		{		KISSYFUR	{		GUMMI BEARS (SD)	{		SMURFS I	{		SMURFS II	{		SMURFS III (SD)	{		ALVIN AND THE CHIPMUNKS
	AVERAGE AUDIENCE (Households (000) & %)	{		{		3,500 4.0	{		5,160 5.9	{		4,980 5.7	{		4,720 5.4	{		5,420 6.2	{		6,290 7.2
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		23 3.6	{		26 4.3	{		22 5.6	{		19 5.7	{		21 6.1	{		22 7.0
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{		{		2,880 3.3	{		3,580 4.1	{		5,160 5.9	{		5,070 5.8	{		5,330 6.1	{		4,460 5.1
	ABC TV	{		{		WUZZLES	{		CARE BEAR FAMILY	{		FLINTSTONE KIDS 1	{		FLINTSTONE KIDS 2	{		REAL GHOSTBUSTERS	{		POUND PUPPIES
	AVERAGE AUDIENCE (Households (000) & %)	{		{		2,360 2.7	{		3,150 3.6	{		4,110 4.7	{		4,280 4.9	{		4,460 5.1	{		3,850 4.4
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		14 2.3	{		16 3.0	{		19 4.3	{		18 5.2	{		18 4.9	{		17 4.2
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{		{		3,670 4.2	{		3,580 4.1	{		6,560 7.5	{		6,380 7.3	{		5,860 6.7	{		
	CBS TV	{		{		BERENSTAIN BEARS (SUS-SD)	{		WILDFIRE (SUS-SD)	{		MUPPET BABIES		{		PEE WEE'S PLAYHOUSE	{		TEEN WOLF	{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		2,710 3.1	{		2,880 3.3	{		4,460 5.1	{		5,240 6.0	{		4,540 5.2	{		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		16 3.0	{		14 3.2	{		20 4.3	{		21 * 5.6	{		22 6.1	{		20 5.4
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{		{		4,020 4.6	{		5,590 6.4	{		5,590 6.4	{		6,470 7.4	{		6,990 8.0	{		6,030 6.9
	NBC TV	{		{		KISSYFUR	{		GUMMI BEARS (SD)	{		SMURFS I	{		SMURFS II	{		SMURFS III (SD)	{		ALVIN AND THE CHIPMUNKS
	AVERAGE AUDIENCE (Households (000) & %)	{		{		3,500 4.0	{		4,200 4.8	{		4,810 5.5	{		5,680 6.5	{		5,770 6.6	{		4,810 5.5
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		21 3.9	{		21 4.1	{		22 4.5	{		24 5.7	{		24 6.4	{		21 5.4
TV HOUSEHOLDS USING TV		WK. 1	9.3	11.5	14.3	16.6	18.4	20.3	22.2	24.6	26.5	28.3	29.7	29.9	29.8	30.8	31.6	32.2			
(See Def. 1)		WK. 2	11.9	13.6	15.3	17.9	19.7	20.7	22.8	24.1	24.4	26.0	26.9	26.8	27.8	27.9	26.3	26.2			

TV HOUSEHOLDS USING TV WK. 1	9.3	11.5	14.3	16.6	18.4	20.3	22.2	24.6	26.5	28.3	29.7	29.9	29.8	30.8	31.6	32.2
(See Def. 1) WK. 2	11.9	13.6	15.3	17.9	19.7	20.7	22.8	24.1	24.4	26.0	26.9	26.8	27.8	27.9	26.3	26.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. MAR.7, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 28, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,510 6.3		4,720 5.4		4,200 4.8		2,450 2.8		2,970 3.4					
	ABC TV		BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS THE SECRET WORLD OF OG, PT 2		HEALTH SHOW		AMERICAN BANDSTAND					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,460 5.1		3,930 4.5		3,410 3.9		1,660 1.9		2,270 2.6					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	15 4.8		13 5.4		12 4.5		6 4.6		8 2.5					
2	TOTAL AUDIENCE (Households (000) & %)	{	5,590 6.4		4,280 4.9		2,360 2.7		2,970 3.4				7,600 8.7			
	CBS TV		GALAXY HIGH SCHOOL		CBS STORYBREAK		ROCK N WRESTLING-1 (SD)		ROCK N WRESTLING-2							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,980 5.7		3,670 4.2		2,100 2.4		2,530 2.9		3,150 3.6					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	17 5.7		12 5.6		7 4.1		9 2.3		10 3.3		3.3*		3.7*	3.8*
2	TOTAL AUDIENCE (Households (000) & %)	{	7,170 8.2		6,900 7.9		6,120 7.0		3,760 4.3						8,480 9.7	
	NBC TV		FOOFUR		IT'S PUNKY BREWSTER (SD)		LAZER TAG ACADEMY		KIDD VIDEO							(1)
	AVERAGE AUDIENCE (Households (000) & %)	{	6,290 7.2		5,940 6.8		5,420 6.2		3,060 3.5						3,760 4.3	4.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	21 7.3		20 7.0		19 6.2		12 3.8						12 4.2	12*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,770 6.6		4,200 4.8		3,060 3.5		1,660 1.9		3,500 4.0					
	ABC TV		BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS THE SECRET WORLD OF OG, PT 3		HEALTH SHOW		AMERICAN BANDSTAND					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,810 5.5		3,580 4.1		2,530 2.9		1,490 1.7		2,620 3.0					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	21 5.3		16 5.6		12 4.3		6 3.9		11 3.1					
2	TOTAL AUDIENCE (Households (000) & %)	{	4,110 4.7		3,060 3.5		2,450 2.8		2,190 2.5		3,850 4.4		6,820 7.8			
	CBS TV		GALAXY HIGH SCHOOL		CBS STORYBREAK		ROCK N WREST -1(B) (SD)		ROCK N WRESTLING-2		ROAD TO FINAL FOUR, PT. 1					
	AVERAGE AUDIENCE (Households (000) & %)	{	3,500 4.0		2,450 2.8		1,570 1.8		1,840 2.1		2,620 3.0		2,620 3.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	15 4.1		11 4.0		7 2.7		8 1.7		11 3.6		11 2.3		2.6*	3.1*
2	TOTAL AUDIENCE (Households (000) & %)	{	4,370 5.0		4,070 4.6		3,230 3.7		2,270 2.6		4,280 4.9					
	NBC TV		FOOFUR		IT'S PUNKY BREWSTER(B) (SD)		LAZER TAG ACADEMY		KIDD VIDEO(B)							
	AVERAGE AUDIENCE (Households (000) & %)	{	3,760 4.3		3,410 3.9		2,880 3.3		1,750 2.0		1,750 2.0					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	18 4.4		15 4.2		13 3.9		8 2.0		8 2.4		8*		1.9*	1.9*
TV HOUSEHOLDS USING TV			WK. 1	32.2	33.3	33.5	33.8	33.5	34.0	33.4	33.5	32.6	33.1	33.6	34.6	34.3
(See Def. 1)			WK. 2	26.1	26.3	25.4	25.4	24.6	26.2	27.1	27.4	27.6	27.5	26.5	26.3	26.5

U.S. TV Households: 87,400,000

(1) NBC COLLEGE BSKBL SAT, MICHIGAN VS IOWA &amp; LOUISVILLE VS UCLA, NBC, (MULTI-SEGMENT TELECAST)

For explanation of symbols, See page A.

DAY SAT. MAR. 7, 1987

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 8,740 10.0				{ 11,620 13.3								{ 8,570 9.8			
	ABC TV			PRO BOWLERS TOUR				ABC WIDE WORLD-SPORTS SAT						ABC WRLD NEWS TONIGHT-SAT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,160 5.9				{ 5,770 6.6								{ 6,990 8.0			
	SHARE OF AUDIENCE %	{ 15				{ 16								{ 15			
WEEK 2	AVG. AUD. BY ¼ HR.	4.8	5.4	6.0	6.1	6.7	6.5	5.9	6.5	6.9	7.3	6.5	6.4	7.8	8.2		
	TOTAL AUDIENCE (Households (000) & %)	{ 9,700 11.1												{ 8,830 10.1			
	CBS TV			DORAL OPEN SAT-RYDER (1:30-3:30PM)				NBA ON CBS SPECIAL MILWAUKEE VS CHICAGO						CBS SAT. NEWS-SCHIEFFER			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,760 3.7*												{ 7,430 8.5			
WEEK 3	SHARE OF AUDIENCE %	{ 10												{ 16			
	AVG. AUD. BY ¼ HR.	3.8	3.5	3.0	3.3	3.5	3.9	4.4	5.0	4.9	4.5	4.8	5.4	8.2	8.8		
	TOTAL AUDIENCE (Households (000) & %)	{ 5,940 6.8												{ 10,310 11.8			
	NBC TV			NBC COLLEGE BSKBL SAT MICHIGAN VS IOWA LOUISVILLE VS UCLA (MULTI-SEGMENT TELECAST) (-OP)										NBC NIGHTLY NEWS-SAT.			
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	{ 3,060 3.5												{ 8,830 10.1			
	SHARE OF AUDIENCE %	{ 13												{ 20			
	AVG. AUD. BY ¼ HR.	4.9	4.7	3.9	4.1	4.1	4.3	2.7	3.2	3.5	3.7	3.7	4.0	10.4	9.8		
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,380 7.3				{ 11,190 12.8								{ 7,340 8.4			
	ABC TV			PRO BOWLERS TOUR				ABC WIDE WORLD-SPORTS SAT (4:30-6:02PM)						ABC WRLD NEWS TONIGHT-SAT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,930 4.5				{ 5,860 6.7								{ 5,940 6.8			
	SHARE OF AUDIENCE %	{ 15				{ 18								{ 14			
WEEK 6	AVG. AUD. BY ¼ HR.	3.6	4.0	4.2	4.6	5.1	5.2	5.5	5.6	6.7	7.3	8.3	7.1	6.9	6.7		
	TOTAL AUDIENCE (Households (000) & %)	{ 3,060 3.5				{ 8,040 9.2								{ 8,220 9.4			
	CBS TV			(1) ROAD TO FINAL FOUR, PT II				CBS NCAA BASKETBALL-SAT 2 PLACQUE VS MICHIGAN GEORGETOWN VS PROVIDENCE (MULTI-SEGMENT TELECAST)						CBS SAT. NEWS-SCHIEFFER			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,270 3.2*				{ 3,580 4.1								{ 7,170 8.2			
WEEK 7	SHARE OF AUDIENCE %	{ 12				{ 12								{ 17			
	AVG. AUD. BY ¼ HR.	3.1	3.1	2.9	2.7	3.5	3.9	4.3	4.1	4.3	4.2	3.8	4.3	7.9	8.5		
	TOTAL AUDIENCE (Households (000) & %)	{ 5,400 6.3						{ 4,200 4.8						{ 8,740 10.0			
	NBC TV			IAAF TRACK										NBC NIGHTLY NEWS-SAT.			
WEEK 8	AVERAGE AUDIENCE (Households (000) & %)	{ 2,100 2.4				{ 2,710 3.1								{ 7,520 8.6			
	SHARE OF AUDIENCE %	{ 8				{ 9								{ 18			
	AVG. AUD. BY ¼ HR.	2.0	2.1	2.1	2.2	2.5	2.8	2.7	3.1	2.5	3.0	3.2	3.9	8.2	9.0		
	TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)	36.2	37.0	37.7	38.2	39.1	41.1	41.9	42.2	42.3	44.7	46.2	48.4	50.4	51.5	52.2	53.2
		WK. 2	27.8	28.2	29.1	30.1	31.9	34.8	35.5	37.4	39.0	40.3	41.5	44.1	45.9	47.6	49.0

US TV Households 87,400,000

(1) CBS NCAA BASKETBALL-SAT, SEMI FINAL: SYRACUSE VS PITTSBURGH, CBS, (1:30-3:30PM)

For explanation of symbols, See page A.

DAY SAT. MAR. 7, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 1, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {  
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

6,900  
7.93,060  
3.5

SUNDAY MORNING

FACE THE NATION

3,930

2,530

4.5

4.1\*

4.6\*

4.8\*

2.9

18

18 \*

18 \*

18 \*

9

3.8

4.4

4.6

4.6

4.9

4.7

3.0

2.8

TOTAL AUDIENCE {  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

TOTAL AUDIENCE {  
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

5,730  
7.72,530  
2.9

SUNDAY MORNING

FACE THE NATION

3,230

2,270

3.7

3.5\*

3.7\*

3.8\*

2.6

15

15 \*

14 \*

14 \*

8

3.1

3.9

3.6

3.8

3.9

3.8

2.6

2.6

TV HOUSEHOLDS USING TV	WK. 1	8.4	10.0	11.2	13.3	15.8	17.4	19.2	21.9	23.6	25.6	26.4	27.0	27.6	28.7	29.3	30.7
(See Def. 1)	WK. 2	7.9	9.4	11.2	13.0	15.3	17.8	19.7	22.1	24.6	26.1	26.7	27.8	27.9	27.7	27.4	28.0

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. MAR. 8, 1987

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 1, 1987

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			7,250 8.3				1,310 1.5						7,170 8.2			
	ABC TV			THIS WEEK-DAVID BRINKLEY				BUSINESS WORLD						ABC COLLEGE BSKTBALL GAME			
	AVERAGE AUDIENCE (Households (000) & %)			4,630 5.3				960 1.1						2,880 3.3			
	SHARE OF AUDIENCE %			16				3						9			
WEEK 2	AVG. AUD. BY ¼ HR. %			4.6		5.5		1.1		1.1				2.1		2.9	
	TOTAL AUDIENCE (Households (000) & %)					11,190 12.8								10,400 11.9			
	CBS TV							CBS NCAA BASKETBALL-SUN								NBA ON CBS	
	AVERAGE AUDIENCE (Households (000) & %)					4,280 4.9								4,110 4.7			
WEEK 3	SHARE OF AUDIENCE %			14		10 *		12 *		14 *		17 *		12 *		12 *	
	AVG. AUD. BY ¼ HR. %			3.1		3.6		4.3		4.7		5.6		4.8		3.8	
	TOTAL AUDIENCE (Households (000) & %)							4,370 5.0		8,390 9.6							
	NBC TV							MEET THE PRESS						NBC COLLEGE BSKBL SUN			
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)					3,410 3.9				3,320 3.8							
	SHARE OF AUDIENCE %			11		10 *		11 *		11 *		11 *		10 *		10 *	
	AVG. AUD. BY ¼ HR. %			3.8		4.0		3.9		3.5		4.1		3.6		3.7	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)			4,890 5.6				1,840 2.1						4,830 5.3			
	ABC TV			THIS WK-DAVID BRINKLEY SP				BUSINESS WORLD SPECIAL						ABC COLLEGE BSKTBALL GAME			
	AVERAGE AUDIENCE (Households (000) & %)			3,500 4.0				1,220 1.4						1,840 2.1			
	SHARE OF AUDIENCE %			14		15 *		5						6		6 *	
WEEK 6	AVG. AUD. BY ¼ HR. %			3.5		4.1		4.3		1.5		1.4		1.8		1.7	
	TOTAL AUDIENCE (Households (000) & %)					10,930 12.5								9,700 11.1			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					3,930 4.5								4,460 5.1			
WEEK 7	SHARE OF AUDIENCE %			15		12 *		15 *		15 *		16 *		17 *		15	
	AVG. AUD. BY ¼ HR. %			3.1		3.5		4.3		4.8		4.8		5.3		4.9	
	TOTAL AUDIENCE (Households (000) & %)							2,450 2.8		6,640 7.6							
	NBC TV							MEET THE PRESS						NBC COLLEGE BSKBL SUN			
WEEK 8	AVERAGE AUDIENCE (Households (000) & %)					1,920 2.2				2,710 3.1							
	SHARE OF AUDIENCE %			8		2.2				10		9 *		9 *		10 *	
	AVG. AUD. BY ¼ HR. %			2.2						2.7		2.7		2.9		3.4	
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)		WK. 1	31.3	31.3	31.1	31.7	32.3	33.0	34.6	35.2	34.9	35.0	36.6	37.7	37.9	38.0	39.3
U.S. TV Households: 87,400,000		WK. 2	27.5	28.0	28.6	28.8	29.0	29.1	30.2	30.3	30.7	31.7	32.2	31.7	31.7	32.7	33.1

(1) CBS NCAA BASKETBALL-SUN, GEORGETOWN VS SYRACUSE, CBS, (2:39-4:30PM)

For explanation of symbols, See page A.

DAY SUN. MAR. 8, 1987



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 1, 1987

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	8,830 10.1																9,260 10.6		
	ABC TV	ABC COLLEGE BSKTBALL GAME INDIANA VS ILLINOIS (2:00-4:07PM)(-OP)																ABC WIDE WORLD-SPORTS SUN (4:07-6:00PM)(OP)	ABC WRD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)	3,760 4.3																7,600 8.7		
	SHARE OF AUDIENCE %	10 *																16		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	9,180 10.5																9,790 11.2		
	CBS TV	NBA ON CBS PHILADELPHIA VS HOUSTON (2:10-4:30PM)																DORAL OPEN-SUN-RYDER	CBS EVENING NEWS-SUNDAY	
	AVERAGE AUDIENCE (Households (000) & %)	4,280 4.9																8,130 9.3		
	SHARE OF AUDIENCE %	11 *																17		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	11,270 12.9																4,630 5.3		
	NBC TV	SPORTSWORLD SPCL EDITION (3:04-4:00PM)(OP)																WOMEN'S KEMPER OPEN-SUN (4:00-6:38PM)(-OP)	NBC NIGHTLY NEWS-SUN (6:38-7:00PM)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	4,110 4.7																4,110 4.7		
	SHARE OF AUDIENCE %	11 *																9		
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	5,680 6.5																8,640 7.6		
	ABC TV	ABC COLLEGE BSKTBALL GAME SOUTHEASTERN CONFERENCE CHAMPIONSHIP (2:00-4:08PM)(-OP)																ABC COLLEGE BSKTBALL GM2 PACK 10 CONFERENCE CHAMPIONSHIP BIG 8 CHAMPIONSHIP (MULTI-SEGMENT TELECAST)(OP)	ABC WRD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)	2,270 2.6																5,590 6.4		
	SHARE OF AUDIENCE %	7 *																12		
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	7,780 8.9																7,600 8.7	9,180 10.5	
	CBS TV	CBS NCAA BASKETBALL-SUN GEORGETOWN VS SYRACUSE (2:39-4:30PM)																CBS SPORTS SUNDAY AMERICAN CUP GYMNASTICS	NCAA BKBL CHMP SELECTION	CBS EVENING NEWS-SUNDAY
	AVERAGE AUDIENCE (Households (000) & %)	4,890 5.6																5,680 6.5	7,780 8.9	
	SHARE OF AUDIENCE %	14 *																15	18	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	8,830 10.1																9,440 10.8		
	NBC TV	SPORTSWORLD (3:02-4:00PM)(OP)																HONDA CLASSIC-SUN	NBC NIGHTLY NEWS-SUN	
	AVERAGE AUDIENCE (Households (000) & %)	4,460 5.1																7,950 9.1		
	SHARE OF AUDIENCE %	13																17		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	39.9	40.0	40.6	41.9	42.1	42.7	43.4	44.1	45.1	45.7	47.1	48.7	52.6	54.4	56.8	58.4		
		WK. 2	32.8	33.1	33.4	34.6	36.0	37.3	38.4	39.4	40.5	42.0	44.0	46.3	49.2	51.5	53.6	55.5		

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. MAR. 8, 1987

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	■	SHARE %			HOUSEHOLDS (000)	■	SHARE %				
EVENING MONDAY																	
ABC ABC NEWSBRIEF-MON	1	9.42- 9.44PM	9.30	9,700	11.1	9,530	10.9	16	10.9								
	2	9.53- 9.55PM	9.45								10,140	11.6	9,960	11.4	16	11.4	
CBS WE THE PEOPLE SUS(SUS)	2	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	9,350	10.7	9,350	10.7	15	10.7		10,840	12.4	10,840	12.4	18	12.4	
CBS GRAMMY AWARDS(S)	1	8.00-11.24PM	-GRID	33,560	38.4	15,990	18.3	27									
			11.00						17.8								
			11.15						17.1* 32*								
NBC MOVIE OF THE WEEK-TUE(S)	1	9.00-11.17PM	-GRID	26,220	30.0	17,650	20.2	31									
			11.00						20.1								
			11.15						19.2* 35*								
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED	2	8.17- 8.18PM	8.15								13,370	15.3	13,370	15.3	23	15.3	
	1	8.58- 8.59PM	8.45	12,320	14.1	12,320	14.1	21	14.1								
ABC ABC NEWSBRIEF-WED	2	8.58- 8.59PM	8.45								11,890	13.6	11,890	13.6	20	13.6	
	1	9.58- 9.59PM	9.45	11,540	13.2	11,540	13.2	20	13.2								
ABC ABC NEWSBRIEF-WED SPECIAL(S)	2	10.28-10.29PM	10.15								9,350	10.7	9,350	10.7	17	10.7	
ABC HOTEL	2	10.30-11.30PM	-GRID								11,100	12.7	8,830	10.1	17		
			11.00												9.8		
			11.15										9.6* 17*		9.4		
BS WE THE PEOPLE SUS(SUS)	1	8.58- 8.59PM	8.45														
BS WE THE PEOPLE-SUS(SUS)	2	8.58- 8.59PM	8.45														
BS REAGAN ADDRESS-CBS(SUS)	2	9.00- 9.12PM	9.00														
BS I'LL TAKE MANHATTAN, PT.4(S)	2	9.30-11.30PM	-GRID								27,440	31.4	19,670	22.5	36	24.8	
			11.00														
			11.15										23.6* 43*		22.5		
BC NBC NEWS ANALYSIS(SUS)	2	9.13-10.00PM	9.00														
BC PRES REAGAN ADDRESS(SUS)	2	9.00- 9.13PM	9.00														
VENING THURSDAY																	
BC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	9,440	10.8	9,440	10.8	16	10.8		8,910	10.2	8,910	10.2	15	10.2	
VENING FRIDAY																	
BC ABC BUSINESS BRIEF-FRI	1	8.41- 8.42PM	8.30	11,970	13.7	11,970	13.7	22	13.7								
	2	8.42- 8.43PM	8.30								11,190	12.8	11,190	12.8	21	12.8	
BC ABC NEWSBRIEF-FRI	2	9.57- 9.59PM	9.45								7,780	8.9	7,170	8.2	14	8.2	
	1	10.05-10.06PM	10.00	9,000	10.3	9,000	10.3	17	10.3								
BS WE THE PEOPLE-SUS(SUS)	1	8.58- 8.59PM	8.45														
BS WE THE PEOPLE-SUS.(SUS)	2	9.06- 9.07PM	9.00														
VENING SATURDAY																	
BC ABC NEWSBRIEF-SAT.		8.58- 8.59PM	8.45	6,470	7.4	6,470	7.4	12	7.4		7,170	8.2	7,170	8.2	14	8.2	
BC ABC SPORTS UPDATE-SAT	1	9.49- 9.50PM	9.45	6,380	7.3	6,380	7.3	12	7.3								
	2	9.58- 9.59PM	9.45								8,300	9.5	8,300	9.5	16	9.5	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING SATURDAY-CONT'D																			
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	6,900	7.9	6,900	7.9	13	7.9		7,170	8.2	7,170	8.2	14	8.2			
CBS NEWSBREAK-SAT.	1	9.49- 9.51PM	9.45	6,560	7.5	6,470	7.4	13	7.4										
	2	9.51- 9.52PM	9.45								5,420	6.2	5,420	6.2	11	6.2			
EVENING SUNDAY																			
ABC ABC SPORTS UPDATE-SUN	1	8.50- 8.51PM	8.45	7,170	8.2	7,170	8.2	11	8.2										
	2	8.58- 8.59PM	8.45								9,790	11.2	9,790	11.2	16	11.2			
ABC ABC NEWSBRIEF-SUN.	2	9.59-10.00PM	9.45								8,910	10.2	8,910	10.2	16	10.2			
	1	10.01-10.02PM	10.00	7,690	8.8	7,690	8.8	13	8.8										
CBS SPORTSBREAK-SUN	1	8.28- 8.29PM	8.15	23,160	26.5	23,160	26.5	38	26.5										
	2	8.27- 8.28PM	8.15								19,140	21.9	19,140	21.9	33	21.9			
CBS NEWSBREAK-SUN.	2	9.59-10.00PM	9.45								11,540	13.2	11,540	13.2	20	13.2			
	1	10.01-10.02PM	10.00	15,730	18.0	15,730	18.0	27	18.0										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	6,470	7.4	5,240	6.0	17	6.5 5.5 4.6	TU-F TU-F WED.	6,560	7.5	5,160	5.9 5.9* 5.8*	17 17* 18*	6.4 5.4 5.8	MTUTHF MTUTHF FRI.		
ABC VIEWPOINT(S)	1	11.30- 1.02AM	11.30 11.45	7,170	8.2	3,850	4.4 5.9*	16 17*	6.5 5.3	MON. MON.									
			12.00						4.6	MON.									
			12.15					4.3*	16*	MON.									
			12.30						3.5	MON.									
			12.45					3.2*	15*	MON.									
			1.00						2.4	MON.									
ABC ABC NEWS:NIGHTLINE-THU	1	12.00-12.30AM	12.00 12.15	5,160	5.9	4,540	5.2	18	5.4 4.9	THU. THU.		5,330	6.1	4,370	5.0	18	5.1 4.9 4.8	WED. WED. WED.	
ABC ABC NEWS:NIGHTLINE WED	2	12.00-12.34AM	12.00 12.15 12.30																
CBS WE THE PEOPLE	>		8.45	12,060	13.8	12,060	13.8	19	13.8	MTUTH	10,400	11.9	10,400	11.9	17	11.9	TU&TH		
CBS NEWSBREAK-M-F	>		9.45 10.00 10.15	9,880	11.3	9,880	11.3	17	10.8 13.2	M-F TUE.	12,240	14.0	12,590	14.4	22	13.7	M-F		
CBS CBS LATE NIGHT I	>		11.30 11.45 12.00 12.15 12.30 12.45 1.00	5,680	6.5	4,110	4.7 5.0*	18 16*	5.3 4.8 4.9 4.5 4.6	M-TH M-W M-TH M-TH M-TH	5,940	6.8	4,200	4.8 5.2*	18 17*	5.3 5.1	M-TH MTUTH		
CBS KEEP ON CRJISIN		11.30-12.30AM	11.30 11.45 12.00 12.15	3,760	4.3	2,100	2.4 2.8*	7 8*	3.0 2.6	FRI. FRI.	3,850	4.4	2,010	2.3 2.9*	7 8*	3.4 2.4	FRI. FRI.		
CBS CBS LATE NIGHT II	>		12.30 12.45	3,500	4.0	2,800	3.2 3.2*	19 15*	3.4 3.3	M-F M-F	3,410	3.9	2,620	3.0 3.1*	17 15*	3.4 3.1	M-F MTUTHF		
CONT'D																			

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2									
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
CBS CBS LATE NIGHT II-CONT'D																			
			1.00						3.3	M-F							3.0	M-F	
			1.15						3.3	M-F							3.0	M-F	
			1.30						3.0	TU&TH							2.9	WED	
			1.45						2.8	TU&TH							2.9	WED.	
		VARIOUS TIMES (SUS)															2.9*	21*	
CBS CBS NEWS NIGHTWATCH-1		>	2.00	960	1.1	790	.9	9	.9	M-THSU	1,050	1.2	870	1.0	10	1.1	MTUTHS		
			2.15						.9	M-THSU						1.0	MTUTHS		
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	~GRID	1,310	1.5	1,220	1.4	17		M-THSU	1,490	1.7	1,400	1.6	19		M-THSU		
			2.30						1.5	M-THSU						1.6	M-THSU		
			2.45						1.4	M-THSU						1.6	M-THSU		
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	2,100	2.4	1,050	1.2	21	1.5	M-THSU	2,100	2.4	1,140	1.3	22	1.6	M-THSU		
			3.15						1.4	M-THSU						1.5	M-THSU		
			3.30						1.4	M-THSU						1.5	M-THSU		
			3.45						1.3	M-THSU						1.5	M-THSU		
			4.00						1.2	M-THSU						1.5*	23*	1.5	M-THSU
			4.15						1.2	M-THSU						1.3*	23*	1.3	M-THSU
			4.30						1.1	M-THSU						1.2	M-THSU		
			4.45						1.1	M-THSU						1.2*	22*	1.1	M-THSU
			5.00						1.1	M-THSU						1.2	M-THSU		
			5.15						1.1	M-THSU						1.2*	22*	1.2	M-THSU
			5.30						.9	M-THSU						1.2	M-THSU		
			5.45						1.0*	18*	.9	M-THSU				1.2*	21*	1.2	M-THSU
NBC TONIGHT SHOW		>	11.30	10,490	12.0	6,470	7.4	23	8.6	M-F	9,610	11.0	5,770	6.6	21	7.5	M-F		
			11.45						7.7	M-F						7.1*	20*	6.6	M-F
			12.00						7.6	M-F								6.5	M-F
			12.15						6.3	M-F						6.1*	22*	5.6	M-F
			12.30						5.3	TUE.									
			12.45						4.8	TUE.									
NBC DAVID LETTERMAN I		>	12.30	4,460	5.1	3,670	4.2	20	4.5	M-TH	4,540	5.2	3,760	4.3	20	4.4	M-TH		
			12.45						4.0	M-TH						4.2	M-TH		
			1.00						4.1	TUE.									
			1.15						4.3	TUE.									
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,990	8.0	4,020	4.6	22	5.9	FRI.	6,990	8.0	3,500	4.0	19	5.4	FRI.		
			12.45						5.1	FRI.						4.9*	19*	4.4	FRI.
			1.00						4.5	FRI.								3.8	FRI.
			1.15						4.2	FRI.						3.6*	17*	3.5	FRI.
			1.30						4.2	FRI.								3.7	FRI.
			1.45						3.5	FRI.						3.5*	20*	3.4	FRI.
NBC DAVID LETTERMAN II		>	1.00	3,670	4.2	3,060	3.5	22	3.6	M-TH	3,850	4.4	3,230	3.7	22	3.9	M-TH		
			1.15						3.5	M-TH						3.4	M-TH		
			1.30						3.3	TUE.									
			1.45						2.7	TUE.									
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,400	1.6	1,220	1.4	13	1.4	M-F	1,310	1.5	1,220	1.4	13	1.4	M-F		
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,530	2.9	2,360	2.7	17	2.7	M-F	2,530	2.9	2,450	2.8	18	2.8	M-F		
ABC GOOD MORN AMER-THU-830(B)	1	8.30- 9.00AM	8.30	4,810	5.5	3,930	4.5	19	4.6	THU.									
			8.45						4.4	THU.									

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
ABC ABC SPECIAL REPORT-11:00A(SUS)	1	11.00-12.09PM	11.00							THU.									
ABC ABC DAYTIME NEWSBRIEF-M-F	1	2.58- 2.59PM	2.45	6,290	7.2	6,290	7.2	24	7.2	M-F		6,210	7.1	6,120	7.0	25	7.1	M-F	
	2	>	2.45																
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00									8,220	9.4	5,240	6.0	18	6.0	WED.	
			4.15													5.8*	19*	5.8	WED.
			4.30													6.1*	18*	6.1	WED.
			4.45															6.1	WED.
CBS CBS MORNING NEWS- 6:30AM		6.30- 7.00AM	6.30	1,490	1.7	1,140	1.3	11	1.1	M-F		1,660	1.9	1,310	1.5	13	1.4	M-F	
			6.45						1.5	M-F							1.6	M-F	
CBS CBS NEWS SPECIAL REPORT(SUS)	1	11.00-12.00NN	11.00							THU.									
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,860	6.7	5,680	6.5	24	6.5	M-F		5,680	6.5	5,420	6.2	25	6.2	M-F	
CBS CBS NEWS SPL REPORT(SUS)	2	3.30- 3.31PM	3.30																
CBS NEWSBREAK-3.44		>	3.30	5,240	6.0	5,240	6.0	19	5.9	M-F		4,540	5.2	4,540	5.2	17	5.2	MWTHF	
			3.45						6.1	M-F							5.2	MWTHF	
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	5,770	6.6	5,770	6.6	20	6.6	MWF		4,630	5.3	4,630	5.3	18	5.3	MWF	
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							THU.								THU.	
CBS AMERICAN TREASURY-SUS.(SUS)		3.58- 3.59PM	3.45							TUE.								TUE.	
CBS CBS SCHOOLBREAK SPECIALS(S)	2	4.00- 5.00PM	4.00									9,440	10.8	5,940	6.8	20	5.8	THU.	

			4.15													6.0* 18*	6.2	THU.	
			4.30														7.2	THU.	
			4.45													7.5* 21*	7.9	THU.	
NBC NBC NEWS AT SUNRISE	2	6.00- 6.30AM	6.00									3,060	3.5	2,270	2.6	23	2.1	M-F	
			6.15														3.0	M-F	
NBC BEFORE HOURS	2	6.30- 6.45AM	6.30									<<		<<			<<	M-F	
NBC NBC NEWS AT SUNRISE	1	6.30- 7.00AM	6.30	3,320	3.8	2,360	2.7	20	2.3	M-F									
			6.45						3.2	M-F									
NBC NBC NEWS SP.:NSC RPT(SUS)	1	10.55-12.20PM	10.45							THU.									
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,930	4.5	3,930	4.5	15	4.5	MWF		3,580	4.1	3,580	4.1	15	4.1	MWF	
DAY SATURDAY																			
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45																
CBS IN THE NEWS-12.26P(B)	2	12.26-12.29PM	12.15									1,570	1.8	1,490	1.7	7	1.7		
CBS IN THE NEWS-12.26PM	1	12.26-12.29PM	12.15	2,100	2.4	2,010	2.3	7	2.3										
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	5,160	5.9	4,890	5.6	24	5.6			4,460	5.1	4,280	4.9	21	4.9		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	5,330	6.1	4,980	5.7	19	5.7			5,070	5.8	4,810	5.5	20	5.5		
NBC ONE TO GROW ON-11:58AM	1	11.58-12.00NN	11.45	5,940	6.8	5,770	6.6	19	6.6										
NBC ONE TO GROW ON-11:58AM(B)	2	11.58-12.00NN	11.45									3,410	3.9	3,150	3.6	14	3.6		
NBC NBC COLLEGE BSKBL SAT	1	2.30- 4.38PM	4.30	8,480	9.7	3,760	4.3	12											
			4.45						4.2* 11*										
									4.5										
									1.0										

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SUNDAY																	
ABC ABC COLLEGE BSKTBALL GAME	1	2.00- 4.07PM	+GRID	7,170	8.2	2,880	3.3	9									
	2	2.00- 4.06PM	+GRID														
			4.00					4.3* 11*	4.3		4,630	5.3	1,840	2.1	6		
								7.4* 20*	7.4					2.6*	7*	2.6	
CBS CBS NCAA BASKETBALL-SUN	1	12.00- 2.10PM	+GRID	11,190	12.8	4,280	4.9	14									
			2.00														
CBS NBA ON CBS	2	12.00- 2.39PM	+GRID								10,930	12.5	3,930	4.5	15		
			2.30											5.6*	17*	5.6	
NBC NBC COLLEGE BSKBL SUN	1	1.00- 3.04PM	+GRID	8,390	9.6	3,320	3.8	10									
	2	1.00- 3.02PM	+GRID								6,640	7.6	2,710	3.1	10		
			3.00						3.9								
NBC WOMEN'S KEMPER OPEN-SUN(S)	1	4.00- 6.38PM	+GRID	11,270	12.9	4,110	4.7	11								2.8	
			6.30					7.0* 14*	7.0								



# Client Notice

April 17, 1987

**NIelsen NATIONAL TV RATINGS REPORT**  
**1ST MARCH 1987 REPORT**  
**February 23-March 8, 1987**

## LINEUP CHANGES

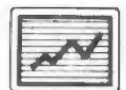
The following revised program audience data are the result of program lineup changes received from the network too late for inclusion in the above report.

*Nielsen* NATIONAL TV AUDIENCE ESTIMATES

[illegible]**PROGRAM AUDIENCE ESTIMATES (Alphabetic)**

PROGRAM NAME		NO. OF T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
								K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PAGE 30											
LATE FRINGE CONT'D											
CBS LATE NIGHT 11		104		179	175	90	89	A	3.1	18	271
1	MON. 12.36A	49	CBS FF								
1	TUE. 1.00A	49									
1	WED. 12.36A	52									
1	THU. 1.06A	51									
1	FRI. 12.30A	55									
2	MON. 12.36A	44									
2	TUE. 12.36A	50									
2	WED. 1.06A	49									
2	THU. 12.36A	48									
2	FRI. 12.30A	52									
	12.30-1.00							A	3.2	16	280
	1.00-1.30							A	3.1	19	271
	1.30-2.00							A	3.0	22	262

Nielsen Television Index



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NETWORK INFORMATION SERVICES